

General

Business entity

BGC, Bloomfield-Garfield.org & Swim.CLOH.org

Established

BGC was established in 1975. The domain, CLOH.org opened in 2002 to advocate "Come Live Over Here."

Team members

Richard Swartz, CEO of the BGC, financial oversight, Pittsburgh

Mark Rauterkus, project manager, executive head coach, Pittsburgh

Kevin McCarthy, SKWIM USA, consultant, state of Washington

Alandra Greenlee, expected employee, open water swim coach, Pittsburgh

Dale Ross, expected employee, lifeguard trainer, and assistant coach, Pittsburgh

Staff of BGC's Swim & Water Polo & Pittsburgh Combined. In 2015, the aquatic staff included more than 40 part-time workers.

Katherine Longwell, expected employee, swim coach, pool operator, Chairman of Allegheny Mountain Masters Swimming, Pittsburgh

Mike Rogers, consultant, CEO, eLifeguard.com, Florida

Sally Li and Dean Sharples, consultants, Owners, AutoCoach.com.au, Melbourne, Victoria, Australia

Description of business

The Bloomfield-Garfield Corporation (BGC) is a nonprofit, community development organization. The BGC exists to improve the quality of life for all in Garfield and surrounding neighborhoods through active community engagement. Community-based and board-driven, one of the BGC's main goals is to get as many people in the community as possible to participate in the efforts aimed at physical revitalization, an improved economy and strengthened social well-being. The BGC often offers financial duties with city-wide programs organized by Coach Rauterkus.

Swim.CLOH.org is a Pittsburgh-centric web site that cheers, "Come Live Over Here!" This proposal aims to build a set of programs that support participants in their quest to swim in Pittsburgh. Swimming in the

rivers of Pittsburgh can expand, be made more enjoyable and safer.

Water, the rivers, the neighborhoods (especially Downtown) and the people are Pittsburgh's top assets. The Swim.CLOH.org venture introduces concepts, products and support for active lives. Swim.CLOH.org can reshape Downtown's aquatic landscape, especially in open water swimming.

What is the target audience?

The target audience for Swim.CLOH.org includes: Downtown residents, Downtown workers, city residents, county residents and tourists. A majority of the regular participants are expected to be local who can walk to Point State Park. Others will bike, jog or use mass transit to get Downtown. Some may drive, especially suburban swimmers who are expected to come with a parent. Generally, people do not travel more than 10-miles for recreational workouts. However, athletes do travel farther distances to compete and for specialized coaching opportunities.

Swim.CLOH.org is an expected attraction for a limited audience but the experience is with a highly-emotional impact. USA Masters Swimming statistics claim that 35% of citizens can swim one length of a pool. Swim.CLOH.org would appeal to a quarter of those who are able to swim continuously for longer distances, less than 10-percent of the population. On the other hand, swimming is often ranked as the most popular summer-time recreational activity.

Pedestrians are sure to wonder near to an open-water swim session. Some might see swimmers from the deck of the Gateway Clipper or while on a walk to PNC Park. Tourist won't impulsively join in a swim, but a few are expected to come for specific races, clinics and challenges.

Naturally, the target audience includes present-and-former swimmers: college, varsity, and club. Masters swimmers, lifeguards, triathletes, coaches, kayakers, surfers, paddlers, water polo players, rowers and others that embrace a lifestyle of fitness are in the target audience. Open water swimmers are not generally extreme sports daredevils.

Both kids and adults are part of the target audiences, with restrictions such as parental permissions.

The target audience may or may not include power boaters, jet ski riders, tug operators and fishermen. Runners, cyclist, rock climbers and hikers may or may not take an interest in these activities based upon their ability to swim.

Lap swimmers at the Citiparks pools are a target audience for Swim.CLOH.org. People are encouraged and expected to improve upon their swim strokes and swim endurance at the swim pools for weeks prior to an encounter with Swim.CLOH.org. Swim endurance improvements happen in a swim pool. A “deep water check”

is needed to earn a digital badge, and that must occur before showing up to swim at the river's edge. The Swim.CLOH.org digital badge policy details the requirements. Lifeguards, coaches, and volunteers at Citiparks swim pools can offer the necessary digital badges to pool patrons.

The target audience for Swim.CLOH.org includes boys and girls, men and women. Among all sports, the disparity between men and women in endurance swimming is miniscule. World records set by women have exceeded those of the men. But, open water swimming less about record-breaking and more about the doing.

1000 Char Overview: Project overview - Narrative – Info

*It uses Point State Park at rivers' edge to meet, stage, launch, finish for open water swimming, endurance sport. Stresses safety and supervision with enhancements. Activities into the rivers + Citiparks pools w digital badges. Point-to-point, swim routes, 5K, etc. Restrictions, parental permission, active member to NGO. USA Tri = \$10 for kids. Water, weather, support quality mandated. Proven ability demonstrated. Safety & supervision logistics solved. Recreational & athletic. Equipment enhances satisfaction. **Surf rescue boards**, Life^(TM) Rescue Tube. Peace of mind and security soars w colors, visibility, benches in the water. It deploys fins. With fins, swimmers go faster. Timing technology Australia's, AutoCoach. Check in w TeamUnify.com. Triathletes seek more swim help. Proven with PTC's weekly open water swims. Training at pools first with Citiparks support. Club, lifeguard, college meets. Badges give method to handle experiences and skills. It is about wellness, conditioning.*

Project overview - Narrative – Info

Swim.CLOH.org uses Point State Park and perhaps other areas around Downtown at the rivers' edge as a meeting, staging, launch and finish area for open water swimming. Swim.CLOH.org stresses open-water swimming, an endurance sport. Swim.CLOH.org also stresses safety and supervision with a host of new enhancements.

Swim.CLOH.org extends Point State Park activities out into the rivers. The reach also goes to various Citiparks swim pools because of the digital badges.

Endurance sports often have point-to-point characteristics and are linear. Favorite swim routes are expected. Various routes (1K, 3K, 5K, 10K and 15K distances) are to be developed. Examples might include: a) Jumping in at the confluence at Point State Park and swimming to Station Square and back. b) Swim to the submarine and then to the Clemente Bridge and back. c) Swim to Sandcastle for lunch and back. d) Start at Washington's Island and finish at Point State Park.

Restrictions for participation beyond parental permission for kids include the need to have an active

membership status to a governing body (USA Swimming, USA Triathlon, USA Masters, American Water Polo) for the sake of insurance purposes. Water quality, favorable weather conditions, and necessary support are mandated. Prior proof of individual ability in swimming must be demonstrated with Swim.CLOH.org as digital badges are required to join a Swim.CLOH.org session in the open water.

Of course river traffic, conditions, skills, equipment and gear storage are part of the safety and supervision logistics solved with Swim.CLOH.org. Standards get documented and photographed to make leaders' handbooks, ebooks, a web sites and a Swim.CLOH.org smart-phone app.

Swim.CLOH.org is both recreational and athletic. Some sessions are recreational and for fitness swimmers. Rec events are not competitive. Rec events are cooperative, experience-based and cater to a supportive social environment. Other sessions are more athletic. Threshold-training, pacing, tepo and techniques are evaluated and coached. Finally, a small percentage of the events, perhaps 10%, are for pushing-the-edge in terms of athleticism. Some events on the calendar are organized as races and time trials where swimmers establish course, team, age group and individual records and compete for top places.

Swim.CLOH.org enhancements with safety and supervision are second to none. This narrative and project overview addresses equipment and technology. ***

Equipment enhances safety and satisfaction. In most other instances of open water swimming, equipment use is limited to: swim suit, goggles, swim caps, body markings and support crafts. Support crafts are propeller covered and also include canoes and kayaks. Strict rules govern most open water swim events. A swimmer that touches a boat is disqualified in a channel swim. With Swim.CLOH.org, attitudes shift to embrace equipment.

Surf rescue boards accompany open water swims with Swim.CLOH.org. Grant money is used to purchase these boards. These long-boards are paddled with hands in either a horizontal or kneeling position. The boards are imported. They cost \$1,000 each. None are made locally. Shipping costs are expensive.

Swim.CLOH.org's supplier, eLifeguard.com, a firm in Florida, with company owner, Mike Rogers, a consultant for this proposal, can provide these boards. Some are in stock. But, with Beta Burgh's encouragement, and our expertise, the hope is to develop a new, USA-manufactured, surf-rescue, long board in conjunction with eLifeguard.com. New materials, designs and sizes are being planned. This rescue board addresses one product development opportunity and "beta benefit" for the proposal. This proposal budgets for four rescue boards to be obtained in Pittsburgh in 2016.

Rescue boards are long and don't fit in a car and hardly fit in an elevator. A feature of Swim.CLOH.org is the Downtown storage and availability for the boards. Few desire rescue boards cluttering one's apartment for

nine-months of winter. Swim.CLOH.org manages these rescue boards much like Healthy Ride, the Pittsburgh bike share program manages bikes.

Another vital piece of equipment is the Life ^(TM) Rescue Tube. It was recently developed by a consultant to this venture, Kevin McCarthy. The materials, colors, cords, flex, floatation and sizes are different than other rescue tubs on the market. Swim.CLOH.org's budget includes a purchase of 20 Life ^(TM) Rescue Tubes.

The Life ^(TM) Rescue Tube is important as it is included with all the activities of Swim.CLOH.org. Peace of mind and swimmer's security is going to soar as these Life ^(TM) Rescue Tube are used in the rivers. The equipment's better design allows swimmers to connect the rescue tube's line as a belt around the waist and swim with the tube floating behind the feet. The rescue tube with its various colors offers increased visibility and trails in a good streamline.

The Life ^(TM) Rescue Tube can also be paddled. Swimmers can use the Life ^(TM) Rescue Tube as a mini-rescue board for swimming with a higher-floating yet efficient crawl stroke. When taking a break in the water, the rescue tube acts like a bench that can be easily sat upon. The Life ^(TM) Rescue Tube has a 36-inch and 40-inch sizes, so smaller folks are more comfortable.

Swim.CLOH.org deploys swim fins as another equipment enhancement. Coast Guard Rescue Swimmers use fins. Beach lifeguards are using fins more too. Swim.CLOH.org intends to make fins universal in river swims and other swimming environments.

With fins, swimmers go faster. More speed improves swim skills more quickly. Less fatigue and lower stress helps the shoulders, breathing and lifting of the head for water sighting. Speed makes those in escort roles more in sync. Slow swimming can cause boredom for paddlers. Fins benefit swimmers as they better engage leg muscles. Kicking in competitive swimming is now called the fifth stroke.

The first delivery of the new rescue fins is expected from the factory in May 2016. Kevin McCarthy invented the PDF (positive drive force) fin sold under license by Finis. The PDF fins are get lifeguard colors and are now marketed as rescue fins. These fins come in different sizes, float, and are easier to wear when walking on land. These fins allow swimmers to do breaststroke and egg beater kicking. Swim.CLOH.org provides for loaner, rentals and sales of fins for participants as part of the equipment enhancements. Other styles and brands of fins are okay too.

Envision 20 age-group swimmers from Upper St. Clair Swim Club joining a Swim.CLOH.org session to kick with fins, kick board, in a head-up position, with optional swim snorkel while dragging a Life ^(TM) Rescue Tube. Some coaches and guardians swim along while others paddle.

Timing technology with Swim.CLOH.org events are enhanced because of an existing relationship with

Australia's, AutoCoach. See <http://www.AutoCoach.com.au>. AutoCoach makes a wireless, portable system for starting, timing, announcing, and conducting on-going audio communications among multiple devices. This isn't a typical stop watch. AutoCoach has a suite of communications tools for those on the land and on the water. With message board capabilities and data back-ups, the tech functions at Swim.CLOH.org are going to surpass other open water venues in North America. These tools aid in safety too.

Technology use happens with Swim.CLOH.org with TeamUnify.com. See HQ.CLOH.org. That secure web site tracks attendance and contain emergency information on individuals. Furthermore, the data is updated in real time so when a swim session starts, guardians at home can see if their athlete has check in, etc. Coaches taking a day off can see who attended. Organizers can see attendance by sessions. A RSVP system with text and/or email confirms future date participation and any sends news if there are any changes.

Other swim-gear and water-equipment is welcomed with Swim.CLOH.org. Swimmer's snorkels, open water goggles, pull buoys, Rangs (an independent leg pull buoy from another associate's company, Tropical Penguin), paddles (all types), wet suits, anti-chafe cream, rash guards, underwater cameras, underwater-motorized-sea scooters, portable-electronic-wireless pace clocks, kick boards, radio communications, GPS navigation, heart-rate monitors, wireless radio, smart watches, and other gadgets are toys to evaluate, test, sponsor and mix into the play. We expect to field test and evaluate plenty of products not yet imagined.

Pittsburgh understands the positive impact of the annual Friends of the Riverfront Triathlon and Adventure Race. There, the elite racers and try to shave seconds off of their time on a two hour course while the masses behind the super-stars dance at their own speeds and celebrate in personal victories. People from near and far train, travel and participate in this sport, a passion for most. Swim.CLOH.org can cater to the triathletes who are without bikes as they are always looking for more swimming opportunities and help.

Triathletes of the Pittsburgh Triathlon Club, PTC, hold weekly open water swims, weather and conditions permitting, starting from the Three Rivers Rowing docks on Washington's Island on Friday evenings. The weekly PTC OWS (Open Water Swims) has proven the demand for regular swimming in the rivers. Swim.CLOH.org expands this trend. The PTC events have restrictions on participation, like Swim.CLOH.org. However, the outreach, recruitment, screening, and welcoming in preparation for Swim.CLOH.org events is going to be more robust and visible. Swim.CLOH.org is going to be Downtown-centric, more frequent, differently supervised and more diverse.

Some participation in a Swim.CLOH.org session would be in advance of additional bike or run miles. Others may finish their swims and choose to socialize with adult beverages in Downtown establishments.

Some classes, training and swim pool coaching is going to be scheduled. In 2015, with Citiparks support,

we held drop in coaching sessions five times a week. These evening sessions for the public patrons were held at Mt. Washington's Ream Pool and North Side's Sue Murray pool. A \$1,000 SproutFund grant from One Northside helped for staffing and equipment. More can occur in 2016 and Swim.CLOH.org in terms of engagement of other swim pools for advance sessions before the athletes hit the open water. More than a dozen pools have been used on a regular basis with efforts with the BGC and Coach Rauterkus. Most are in the city.

In other parts of the county, teams can be a part of the activities. Swim.CLOH.org coaches can go from Deer Lakes to West Allegheny to promote and plan future visits Downtown.

Endurance swimming at Swim.CLOH.org can become year-round. The varsity swim team at Obama Academy is expecting to host a swim meet with the 1,000 and 1,650 events in December 2016. Masters are going to be included in some other race-day events that immediately follow the varsity competitions. And Alumni focused events between WPIAL schools and ex-WPIAL swimmers are expected. Prep events can better prepared for Downtown open water challenges.

The open water activities for various lifeguard staffs can be scheduled. The top guards from North Park, Sandcastle and Highland Park can battle in open-water meets.

College swimmers home for the summer or doing internships here are expected to be regular participants: Pitt vs. CMU vs. Duquesne vs. CalU vs. WVU. The open water races are not official school races, but coaches would attend as their schedule allows.

Digital Badges give managers at Swim.CLOH.org a method to handle the experiences and skills of those involved in the swimming, paddling and timing. All athletes and volunteers who come to Swim.CLOH.org must check in and manage their digital badges.

Swim.CLOH.org is about wellness, conditioning, and unlike the New Year's Day Polar Bear Plunge on the Mon Wharf. On January 1 a thousand folks assemble, jump in, swim about, and then exit the Mon River regardless of the weather. Those hardy individuals are part of the target market for Swim.CLOH.org. If they are brave enough to splash into the river for a dip in the winters, they are expected to go for longer swims in the summers.

Current state of product or technology to be used for the project? Include conceptual, conducting market research, prototype development, beta testing, testing analysis.

Swim.CLOH.org technology table:

Product: Life ^(TM) Rescue Tube.

Entered marketplace in 2015. Patents pending. Swim.CLOH.org offers beta testing and testing analysis for eLifeguard.com as an open water swim aid. Life ^(TM) Rescue Tube's inventor, Kevin McCarthy, visits Pittsburgh for a clinic in summer 2016. His clinic allows for a July media event.

Product: Rescue Board.

Imported rescue boards are acquired, tested and analysis occurs with swimmers and coaches in the rivers and pools of Pittsburgh. A new product(s) from eLifeguard.com to replace the imported Rescue Board are in conceptual stages. In summer 2016, prototypes expected with Swim.CLOH.org.

Product: Rangs, Independent Pull Buoys from Tropical Penguin.

Swim.CLOH.org works with inventor, Steve Friederang of Tropic Penguin, and efforts include a re-branding of the Rangs specific to open water swimming. Rangs help with buoyancy, won't cause drag and still allows for kicking with fins and even breaststroke. Rangs are at the testing analysis stage for open water. See video about Rangs: <https://youtu.be/aqr-2HUrcSU>

Tropical Penguin has a newer invention that puts resistance upon fins. They are called, "fin weights" and can be used in Swim.CLOH.org events to slow down the fastest in the group so the squad stays more together. Products were on hand at a trade show in 2014. More product beta testing, perhaps some tweaking, and testing analysis desired. Fin weights with Swim.CLOH.org need prototype development, beta testing, testing analysis.

Product: Storage and security for swim equipment.

Possible partnerships with locker makers, bike rental shops, marinas, vendors and others are in the conceptual stages.

Product: AutoCoach Timing System

A current relationship between this firm in Australia and Coach Mark Rauterkus exists. Products (version 1.0) are available and in use in Pittsburgh. Marketing efforts included travel to Cleveland and Pittsburgh in September 2015 from owners. Presently, AutoCoach has few customers in North America. The product sells in Australia and elsewhere. It is used in swim pool settings. Version 2 is expected in the second quarter of 2016.

Swim.CLOH.org takes the AutoCoach devices (stop watches, speakers, scoreboards, software) to the

open water setting. Swim.CLOH.org can assist in new software inventions and new features for the system. Current technology is world-class, wireless, audio enhanced, and a tremendous benefit for organizers. For example, coaches on land, in kayaks and at the finish area across the river can communicate by speaking into AutoCoach stop watches. Plus, the stop-watch serves as a microphone to broadcast to wireless speakers. A speaker can reside in a power boat for example. Digital displays (scoreboards) can be controlled by the stop watches and even cell phones in version 2.0. A horn start can happen from a person in the kayak. As finishers end their race, times are displayed on a visual score board, men one color and women another, and made into audio public address messages. And, those results from the stop-watches are also able to be sent to a laptop with a USB stick.

Swim.CLOH.org can offer beta testing and testing analysis of new and existing products for the open water aquatics market. The water-proof cases for AutoCoach portable scoreboards so as to easily port in a kayak should be in the prototype development stages by May, 2016. Talk of water-proof cases for the scoreboard began in 2015.

New Product: Swim.CLOH.org E-book

Conceptual stage. Beta testing expected in June, 2016.

New Product: Swim.CLOH.org web site and data base

Would launch in May. Operate in June. Organized in conjunction with TeamUnify for calendar system.

New Product: Digital Badges for Swim.CLOH.org

LRNG system is to open in spring 2016 as a Sprout Fund venture. LRNG takes the place of City of Learning in 2015. Existing digital badges from CLOH.org support the core mission. A few new badges are expected in May, 2016 to be more specific to open water accomplishments.

New Service: Open Water Swim Instruction for Swim.CLOH.org

Current at conceptual stages. The instruction can happen with coordinated efforts with Citiparks, Sarah Heinz House, and PPS pools especially in the spring and fall based on coaching support and interest. Market research and ongoing analysis throughout the summer of 2016.

New Service: Water Testing and Open Publishing of Results

Work is needed to communicate water testing results onto the mainstream news and websites in seamless ways.

New Product: An app for smart phones

A simple web app for this venture is expected. An free app from TeamUnify, On Deck, handles most of the player, parent and coach communications. The new app can extend updates to weather and water conditions and include news on the digital badges.

Schedule

Detailed planning and implementation schedule. Anticipated launch date, length of implementation, length of data gathering, wrap up period. Must be four weeks or longer and by December 31, 2016.

Swim.CLOH.org schedule can begin as soon as funding has been announced.

Pre-season training can begin at various pools with coaching, practices and organizational meetings for open water swimmers. Most of those sessions in the pool will not occur Downtown, but weekly swimming at the Thelma Lovette YMCA on Centre Avenue in the Hill District can happen.

Kayaking happens once a week in the winters at an indoor swim pool in a public school.

Product and equipment needs must be researched and acquired after the funds are released. Most of that happens in May. Materials are ordered. Inventory arrives. Storage solutions are built. Security is confirmed. Goals, balls, fins, and other equipment is shuttled to and from venues throughout the summer with the coaches, staff and volunteers. At the end of the season, supplies are returned to storage, often in the basement of the BGC.

A schedule for creation and releasing the digital badges needs to be addressed in April and May. In late May and early June the staff and leaders need to be trained and functional as to the systems, attendance, policies and details. Training and help with Citiparks Lifeguards can happen before and as the pools open. Ebooks and web sites need to be released the cover basic insights. Ongoing updates are expected.

The July supplement for the BGC Newsletter needs to be written in May and June. Then the public can read the news in early July at the Regatta.

In June, after the Citiparks Pools open, coaching sessions can occur at the Sue Murray Pool on the lower Northside a few times a week. June is generally less than idea for river swimming, but conditions will be watched. At start-up, a pre-season base in the pool is encouraged.

In July and August are the times to make the most of available good weather and river conditions. Monday evenings are swims at Moraine in the north. Fridays are swims with PTC at Washington's Landing. Other times can be scheduled to avoid conflicts. From three to ten sessions are expected every week on various days at various times and in various locations, but mostly held at Point State Park if that is permitted.

Expert and guest coaches arrive to Pittsburgh to help coach the coaches and hold media events in July. Local coaches have plenty of experiences, but the wisdom of national leaders in aquatics is welcomed and expected.

Throughout the summer challenges and leagues are assembled. Specialized one-time events are held for newbie participants and then on-going sessions are explained.

In September, swimming can still happen in the rivers. College teams are expected to come join in the fun.

In October and November, river action is only in kayaks. A fall league is expected and Downtown teams can play against East End and Oakland teams. A corporate league for kayak and canoe water polo is possible with the help of Hossana House in Wilksburg. They are going to host a corporate deck hockey league and these efforts can be expanded to canoe water polo too.

Reflections, summary documents and final suggestions for future plans are crafted in the fall and released in completed form in December. The documents are put out to the public with Creative Commons Licenses so others can re-use, modify and sustain the ideas.

Holding a crowd-source campaign takes five or more weeks and if that decision comes, much of the efforts in PR and outreach can focus on the Kickstarter or Indiegogo buzz.

Cultivate Downtown Activation

Describe how the project will impact the Downtown community. How will you measure the impact? Downtown workers, residents, visitors, specifically? Will it affect other populations or communities outside your primary community?

Swim.CLOH.org can impact the Downtown community in positive ways.

Downtown workers will be able to look out their office windows and see schools of open water swimmers accompanied by rescue board paddlers and kayaks chugging up and down the rivers in the summers. Then, after some practices at a local Citiparks pool, perhaps with a walk to the North Side or Hill District to swim a few times, and after learning about the digital badges and sign-up policies, those workers and residents in the Downtown community can join in the fun.

Visitors will come to Pittsburgh for the special events, clinics, workshops and tournaments. We'll compete and attract participants just as they come for The Great Race 10K and the Pittsburgh Triathlon.

The fitness gains and impact is huge. As are economic realities. Jumping in the river is free. With these plans and efforts, we make it more fun, more safe, more friendly, more humanitarian, more rewarding to be so close to Downtown.

This proposal can have far reaching impacts on other populations outside the primary community. The methods can become a model with measurable outcomes to promote health, wellness, and academic success for teens, young adults and active citizens. We are diving in and going deep as we are looking for more refined, better implemented, extensively documented, closely measured and easily replicated recreation. We want our passions to compete and play together to spread among generations and to the school-aged children at the local pools and rec centers. The framework and methods deployed locally become a model for physical education and physical activity that get presented nationally for others to replicate.

The increases in the local aquatic programs insure a wider reach to more students in more settings in more weeks throughout the year. This moves the past BGC efforts with Pittsburgh Pubic Schools "Summer Dreamers" to "Year-Round Achievers" at the pools and at the rivers.

Downtown can cultivate physical fitness activities that draw high-levels of participation in inter-generational settings. Let's go Downtown and play. There are folks here who are swimming, paddling, playing games and respecting one another. We can use the waters to transcend some rather large divides. It is going to be a little messy and a lot of work, but fun and rewarding.

The digital badges are the best way to measure the impact, its reach and the depth of the experiences. We'll be able to monitor the number of people who get digital badges with the system. The process often starts with the bestowing of the "Get Your Feet Wet" digital badge. As we get dozens, hundreds and perhaps thousands learning about and getting the digital badges, we'll know what's what.

The digital badges mark specific, measurable, evaluative, outcome-based, open-source, enrichment opportunities. Goal-setting is reinforced in levels 1 to 6. Swimming has the deep water swimmer badge, pre-lifeguard badge, and water polo knowledge badge that any school can embrace. The SKWIM digital badges, levels 1 to 5, align to SKWIM's curriculum. Social behaviors come with badges of teamwork, sportsmanship, tech literacy and four meta badges called heart, head, hands, and health. Fitness has the digital badges for step counting, exercise routines, yoga, race-event participation, body scan, concentration and mindful eating. Volunteers, boosters, staff, donors and other VIPs are included within the process by connections to more than 15 digital badges that recognize adults. The cluster of digital badges for adults begins with a simple involvement called, "Get Your Feet Wet." This series of digital badges marks milestones for engaged humanitarians for better health. Hopefully, the skills, knowledge and dispositions that each digital badge represents becomes contagious. See: http://CLOH.wikia.com/wiki/Digital_Badges

Pittsburgh needs ways use sports to hook people into getting help and offer helping to others. The aquatic efforts and the digital badges are game-changers and first steps to working with others in other struggles: academic, economic, social-justice, etc.

Is the project sustainable for long term implementation? How will it be maintained?

Swim.CLOH.org is seasonal and sustainable. The rivers are here to stay.

Distance swimming and endurance sports can be made into year-round activities by moving to the public pools at the schools. This also allows for more mentoring, motivation and community-based school engagement. Adults can help themselves with their own training, and lend a hand with programs at the pools with the school-aged kids too.

Preferred location to activate as part of your proposal? Public or private property? Explain why this location is preferred.

Swim.CLOH.org can use river's edge at Point State Park. The Mon Wharf and other spaces, such as at the Convention Center, Station Square and at the North Shore are possible as well.

Budget for Swim.CLOH.org

One page includes all costs. Maintenance plan from both a time line and cost perspective.

Budget for Swim.CLOH.org

Total Cost: \$10,000

Insurance \$2,500.00

BGC Overhead \$600.00 (includes permits)

Equipment	Q	\$ per unit		Total
Rescue Boards	4	1000	4000	
Rescue Fins		40	30	1200
Life ^(TM) Rescue Tube	20	69	1380	
Shipping				300
Summary:				\$9,980

Not included: Staffing, Part-time workers, kayaks, boats, marina fees, storage, security, additional timing system, wifi, postage.

Insurance, Permits & Permission

Swim.CLOH.org will procure general liability insurance from the BGC insurance agency, or some sport-specific agency for the duration of time that the project is active. The Pittsburgh Downtown Partnership and others, if applicable, are to be named as additional insured to the policy. Global insurance costs estimates are included in the budget. User fees that cover individual insurance coverage are to be paid by the participants.

Insurance problems can be solved. People swim and play sports in water all around the world. Sports officials and sports business exist that assist with the hosting of events and providing insurance coverage. Of course, specific policies need to be established and followed. Members of USA Swimming, USA Triathlon, Masters Swimming and American Water Polo have benefits so that practices and meets are covered when supervised by qualified, certified coaches and officials. Details need to be further researched, gathered and published within an open format.

The easiest insurance coverage solution is to only allow sanctioned participants and coaches. Members only. Costs involved. Fees are collected. A cost is involved. For USA Triathlon, the annual cost for kids is \$10.

Activities in publicly-owned public spaces that required Special Event Permits through the City of Pittsburgh are expected and assistance from the Pittsburgh Downtown Partnership in the application process is welcomed. All rules will be followed. Activities in privately-owned public spaces would occur after permission was obtained.