

Theory of Change 1

Community need: People don't have places to swim in the summer

Coalition forms that believes increasing pools in region will help residents cope with heat



Coalition uses facts & stats to convince city of benefit to building more public pools



City believes there is benefit to building pools



City builds more pools in city



DESIRED CHANGE: Increase number of pools in STL region

Assumptions:

Local government will build and maintain pools for the St. Louis region

Theory of Change 2

Community need: People don't have places to swim in the summer


Local government believes more pools will make summer more bearable




Local government offers financial incentive for residents to build and maintain pool



Cost to build and maintain residential pool is lowered



More people build pools at their residence



DESIRED CHANGE: Increase number of pools in STL region

Assumptions:

The region will benefit most from more residential pools. People will build pools at their place of residence if they are incentivized by local government to do so.

Theory of Change 3

Community need: People don't have places to swim in the summer

Regional chamber of commerce believes building pools has potential to boost local economy



Regional chamber does market study that confirms benefits for businesses building pools



Regional chamber creates financial incentives for businesses to build pools



Businesses build pools for residents to patronize



DESIRED CHANGE: Increase number of pools in STL region

Assumptions:

Local business is best positioned to create and maintain access to pools in the St. Louis region