

RecPOV™ Dashboard

Melissa, Texas
2025



Background

The City commissioned OnPointe Insights to conduct a recreation survey from March 19th to April 6th. A total of 1083 surveys were completed (+/- 3.1% statistical margin of error). The online survey measured the citizens interest in the following City programs:

- **Crafts & Hobbies** (arts & crafts, cooking, photography, etc.)
- **Educational** (Life skills, language, vocational skills, finances, etc.)
- **Fitness** (Aerobics, fun runs, help/wellness classes, walking, etc.)
- **Outdoor nature** (adventure sports, camping, gardening, camps)
- **Performing Arts** (dance, concerts, music, theater, etc.)
- **Social recreation** (games, activities, travel, volunteering, etc.)
- **Sports** (basketball, baseball, gymnastics, pickleball, martial arts, etc.)

Reorder these on the left in the order of preference.

Once the TURF is done, help prioritize the Top 6-8 in a separate bullet point.

The survey also asked participants about their preferred times to attend programs, as well as their favored registration methods.

Additionally, respondents were asked to share their views on the importance of the benefits provided by City parks.

Reviewing the data

This Online Dashboard presents results in an interactive way.

- Use filters to explore (like age, gender and time in the city)
- Download the data you want into PDF or PowerPoint.

City Highlights

Melissa residents expressed interest in the following programs:

- Fitness:** Strong interest in walking and group exercise classes.
- Sports:** Pickleball and basketball drew the highest overall interest.
- Outdoor & Nature Activities:** Adventure sports, mountain biking, and hiking attracted high interest.
- Performing Arts:** Concerts and movies in the park, as well as large-scale concerts and events, were highly favored.
- Social Recreation:** Games, activities, and community events were rated as the most appealing.
- Crafts & Hobbies:** Arts and crafts garnered notable interest.
- Educational Programs:** Vocational skills and finances were rated highest in terms of general interest.

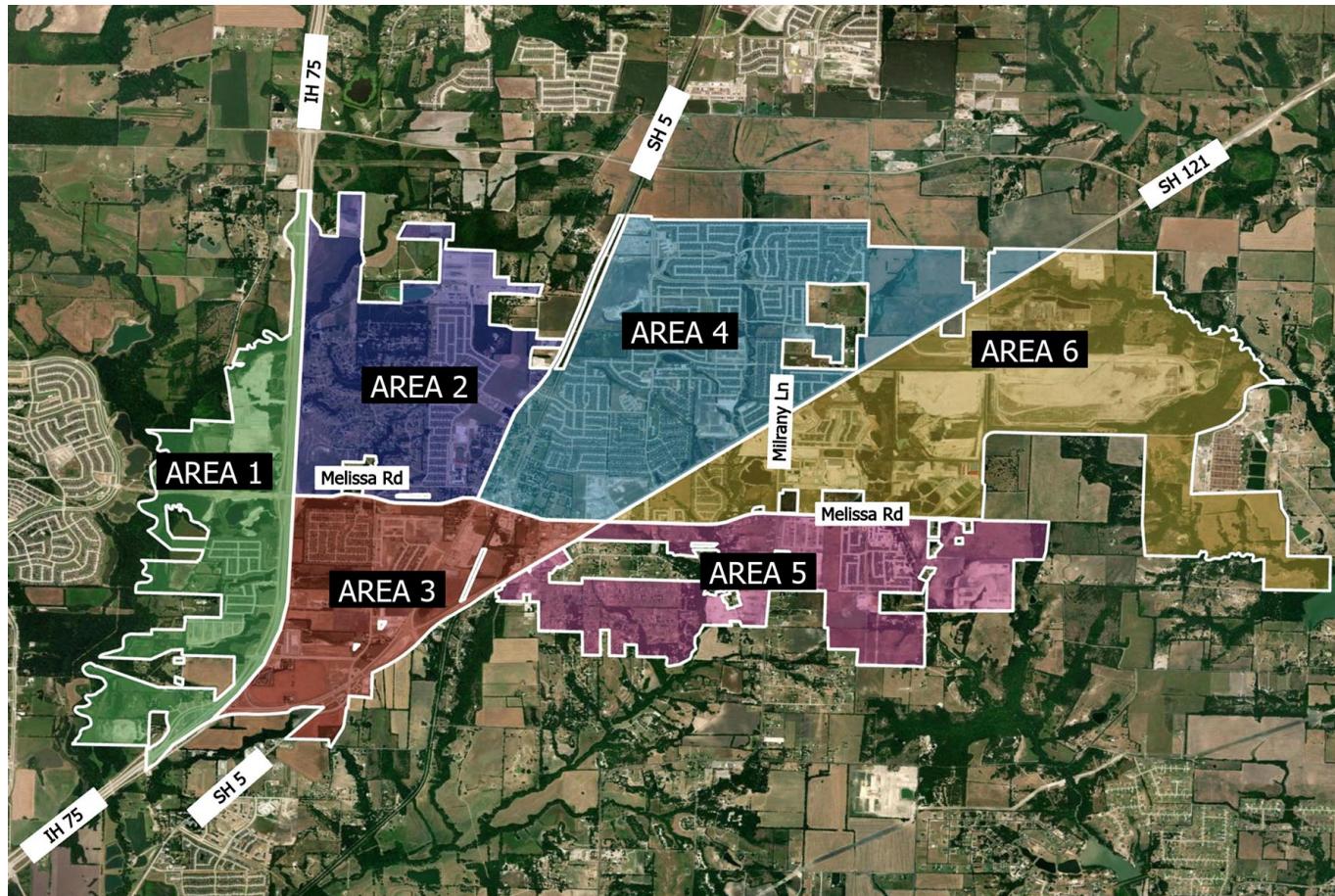
Residents indicated a preference for attending these programs on weekends, in the mornings or afternoons. They also showed a strong inclination to register for activities through a mobile app or mobile browser.

For the community, parks are valued primarily for providing access to the outdoors and opportunities to improve health and fitness.

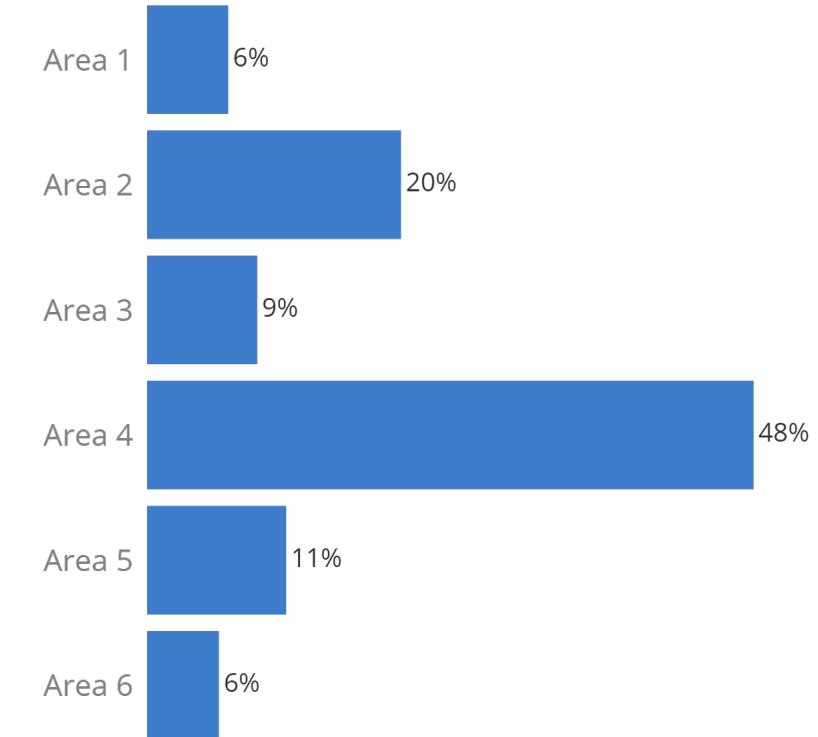
To reach the most unique people, the order of importance for programs is: Walking/biking, Pickleball, Concerts/movies in the park, Group exercise, Adventure sports, Health/wellness classes, and Games and activities. (See Unique Program Interest)

Area of Participants

Melissa: RecPOV



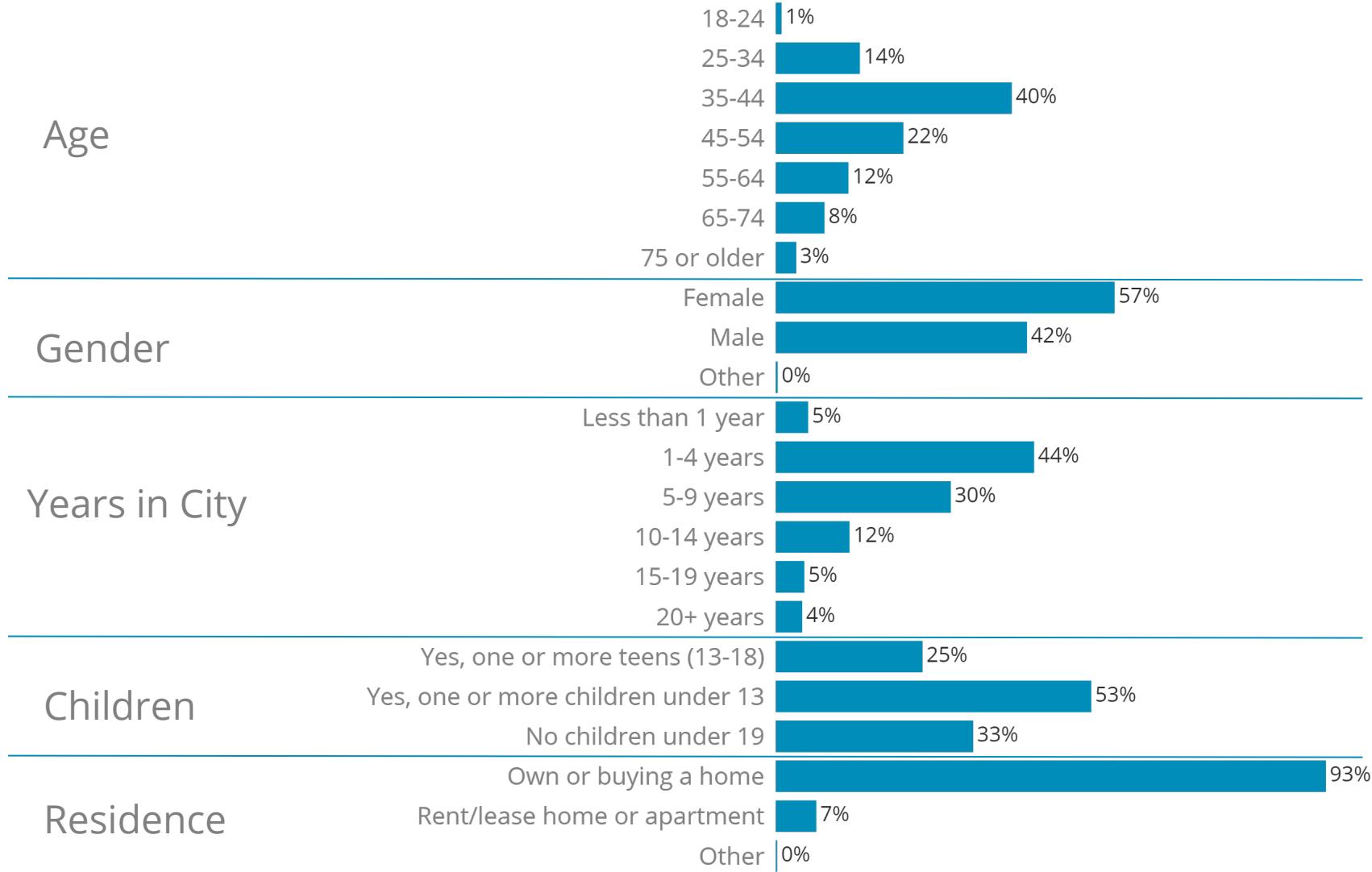
% in each Zone



Sample Size: 1083

Demographics

Melissa: RecPOV



Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

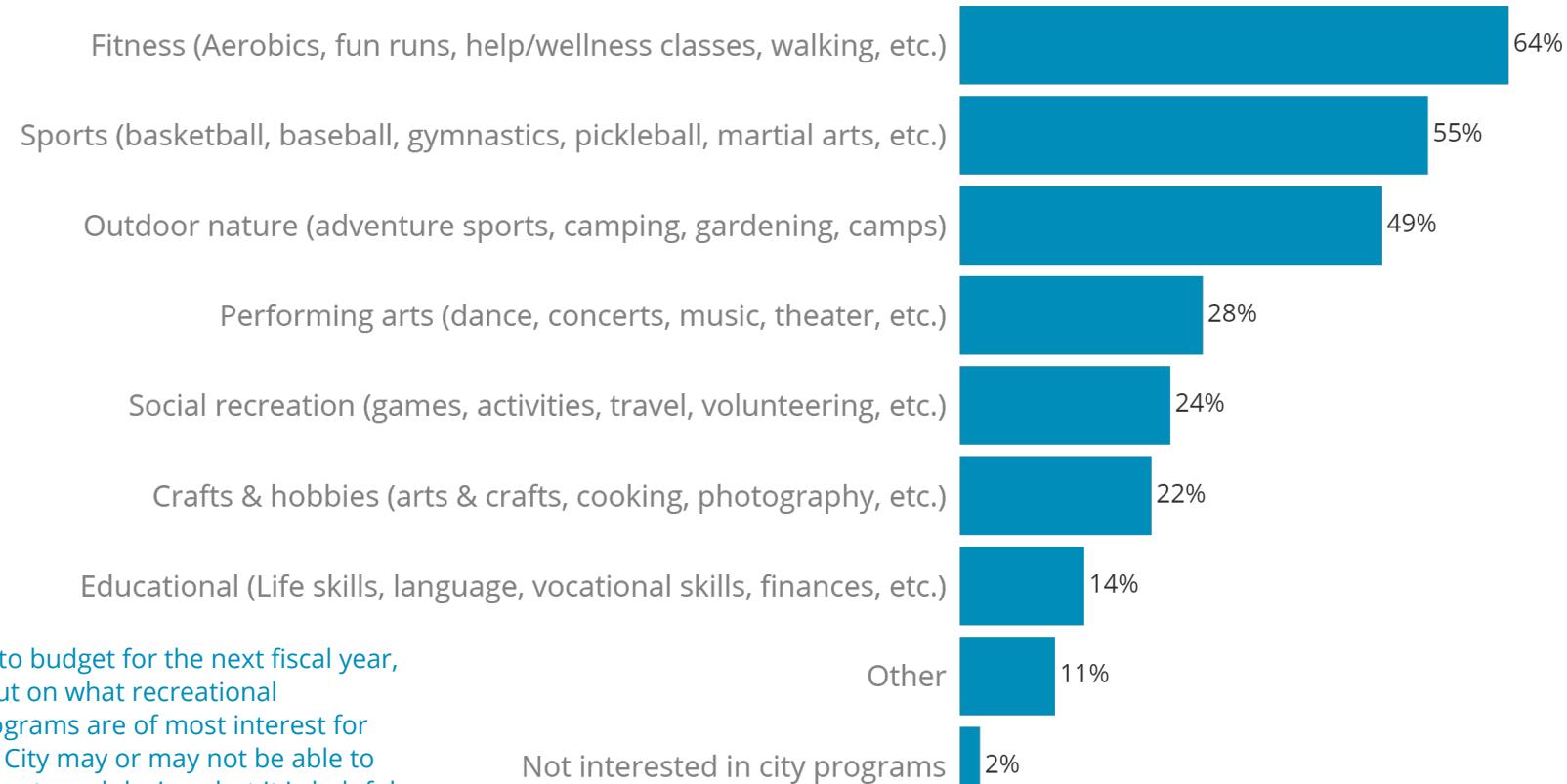
Residence type

(All)

Sample: 1083

City programs appeal

Melissa: RecPOV



As the City begins to budget for the next fiscal year, the City needs input on what recreational classes/events/programs are of most interest for our residents. The City may or may not be able to meet everyone's wants and desires, but it is helpful to know what is most valuable to our community so we can prioritize our efforts.

Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

Residence type

(All)

Sample: 1083

City programs appeal by Demos

Melissa: RecPOV

Select Demographic Variable

Gender

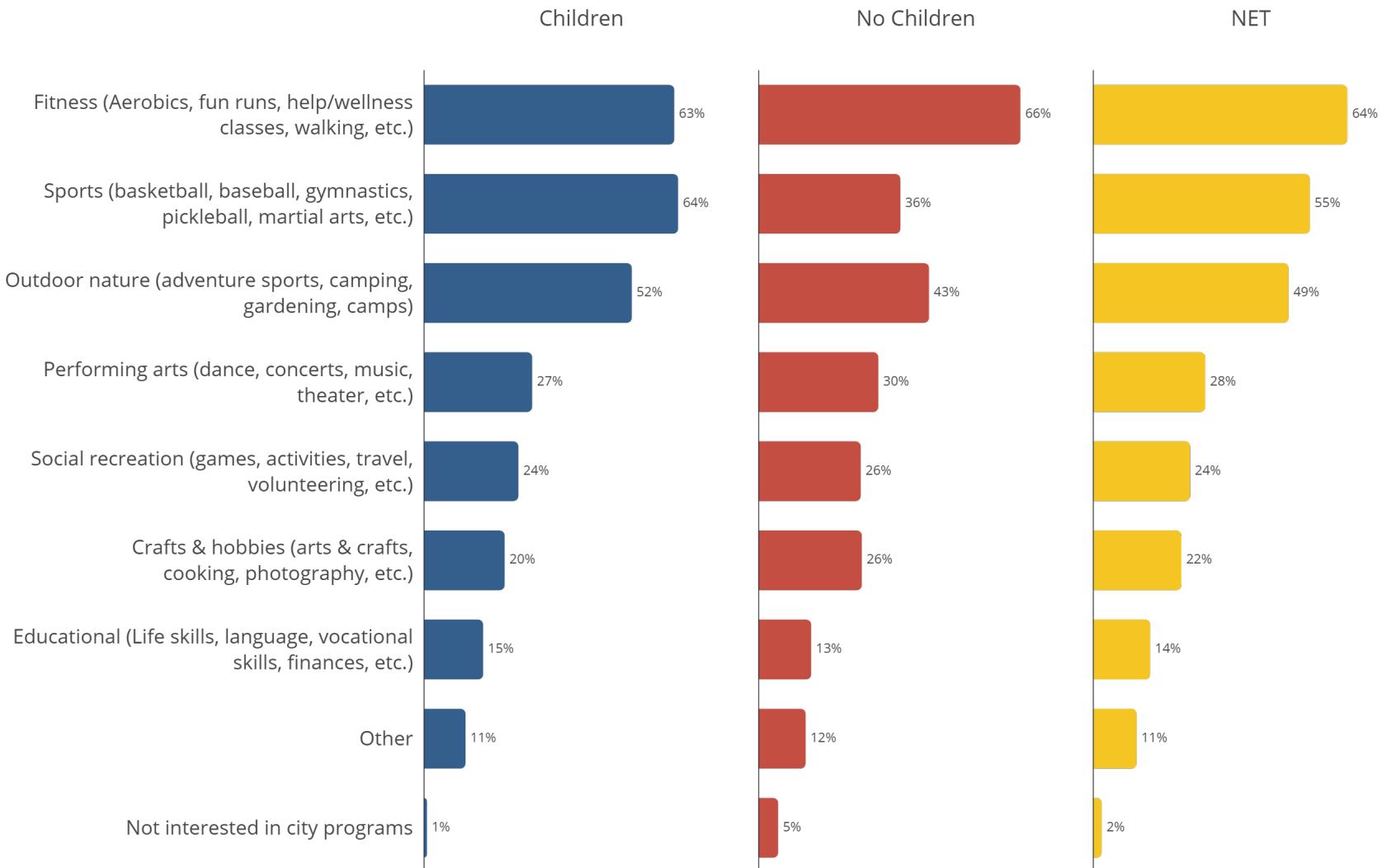
Age

Area

Time in City

Children

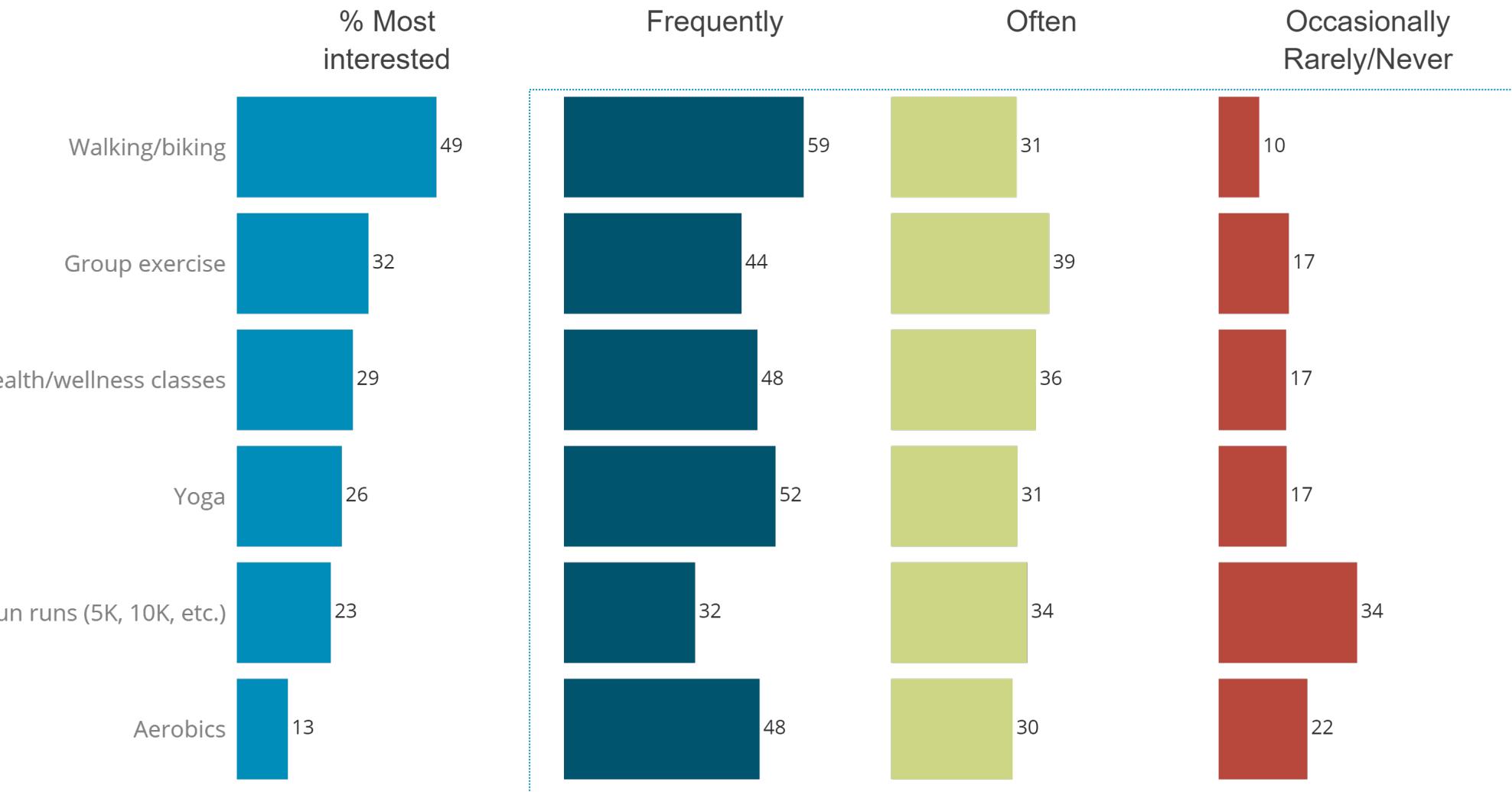
Children	n = 722
No Children	n = 361



Sample: 1083

Fitness programs

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Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

Residence type

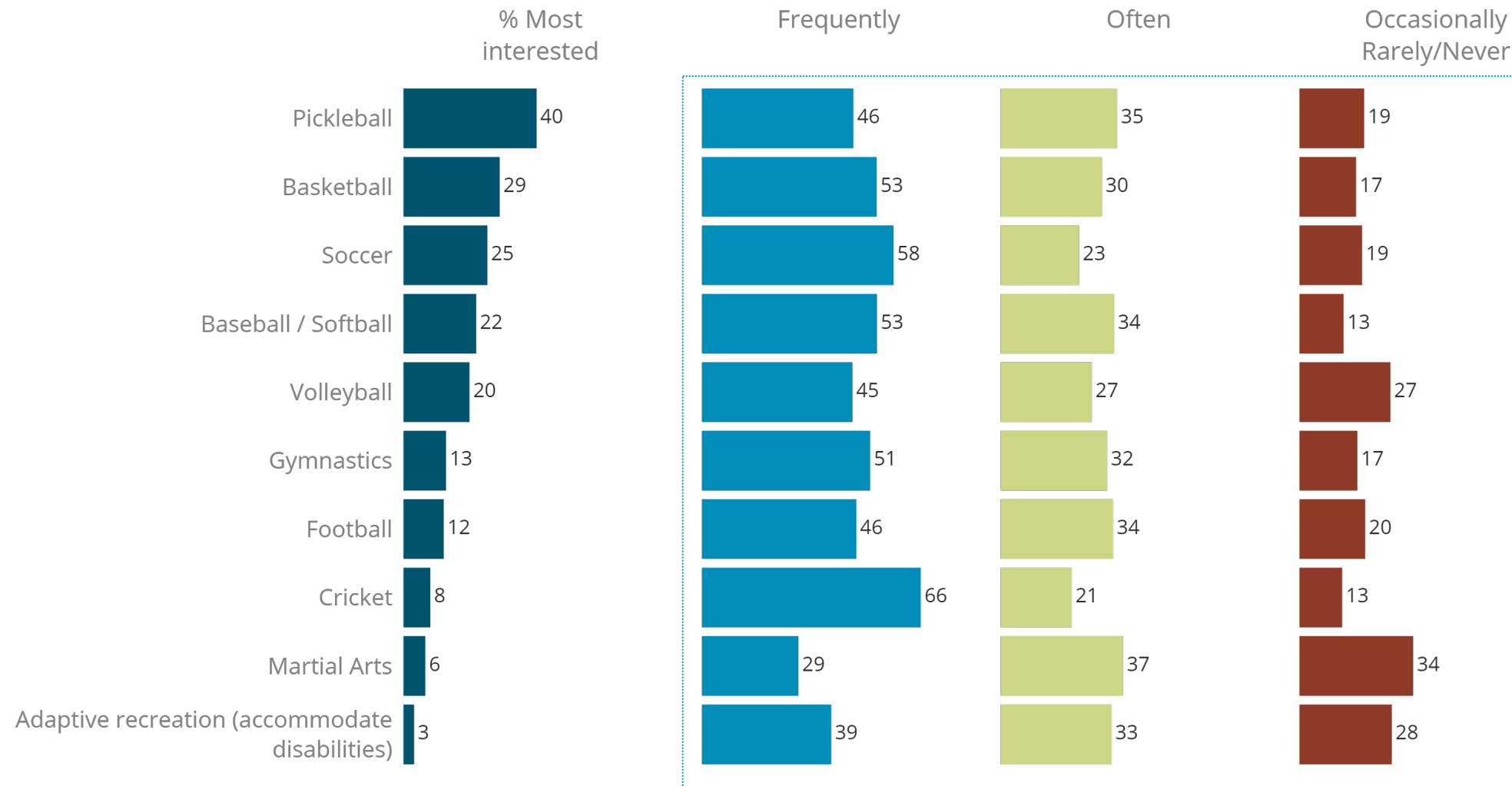
(All)

Sample: 1083

Which of these fitness programs would interest you or your household members of any age?
(Select up to two)

Sport programs

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Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

Residence type

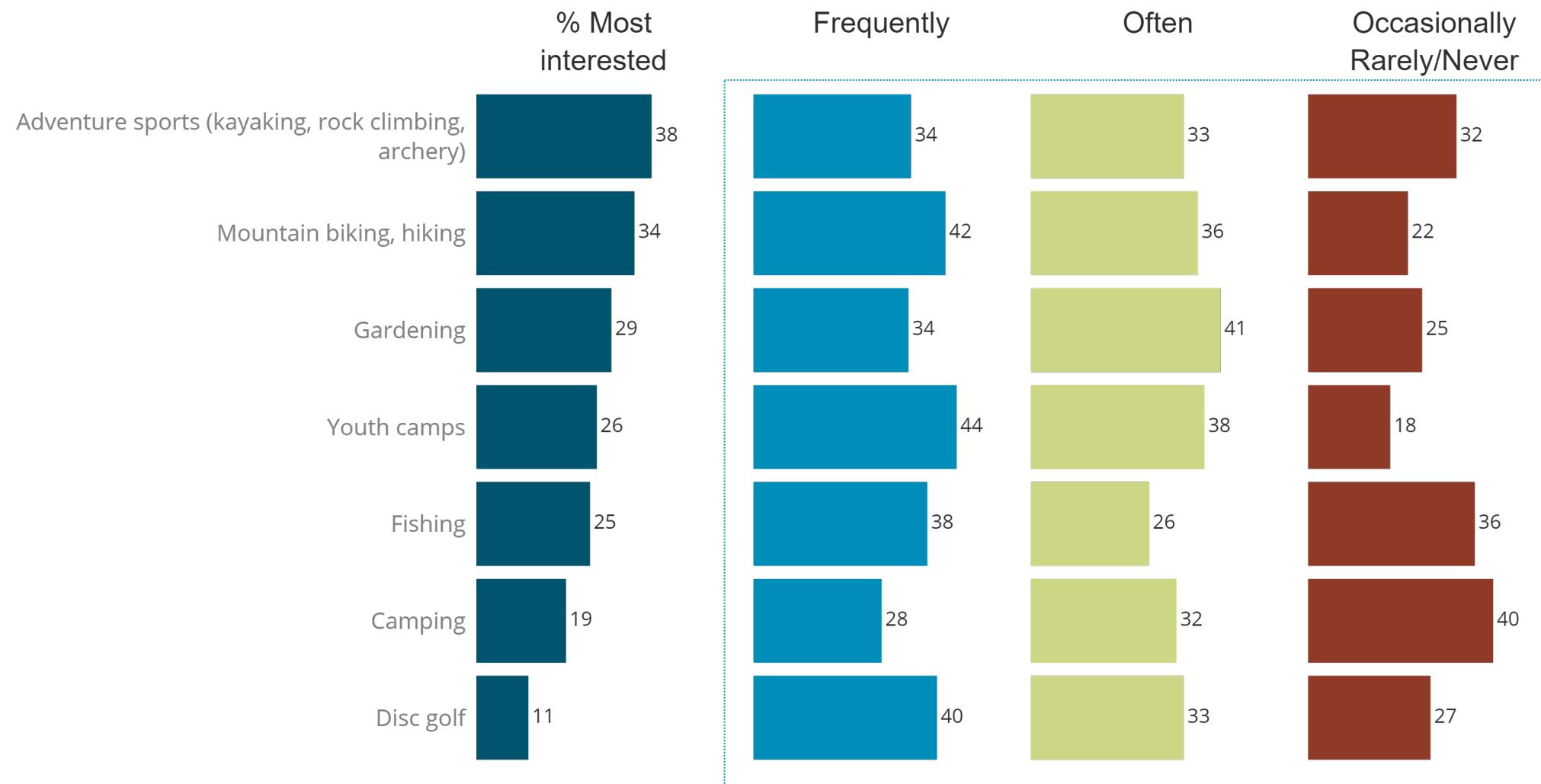
(All)

Sample: 1083

Which of these sports programs would interest you or your household members of any age? (Select up to two)

Outdoor programs

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Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

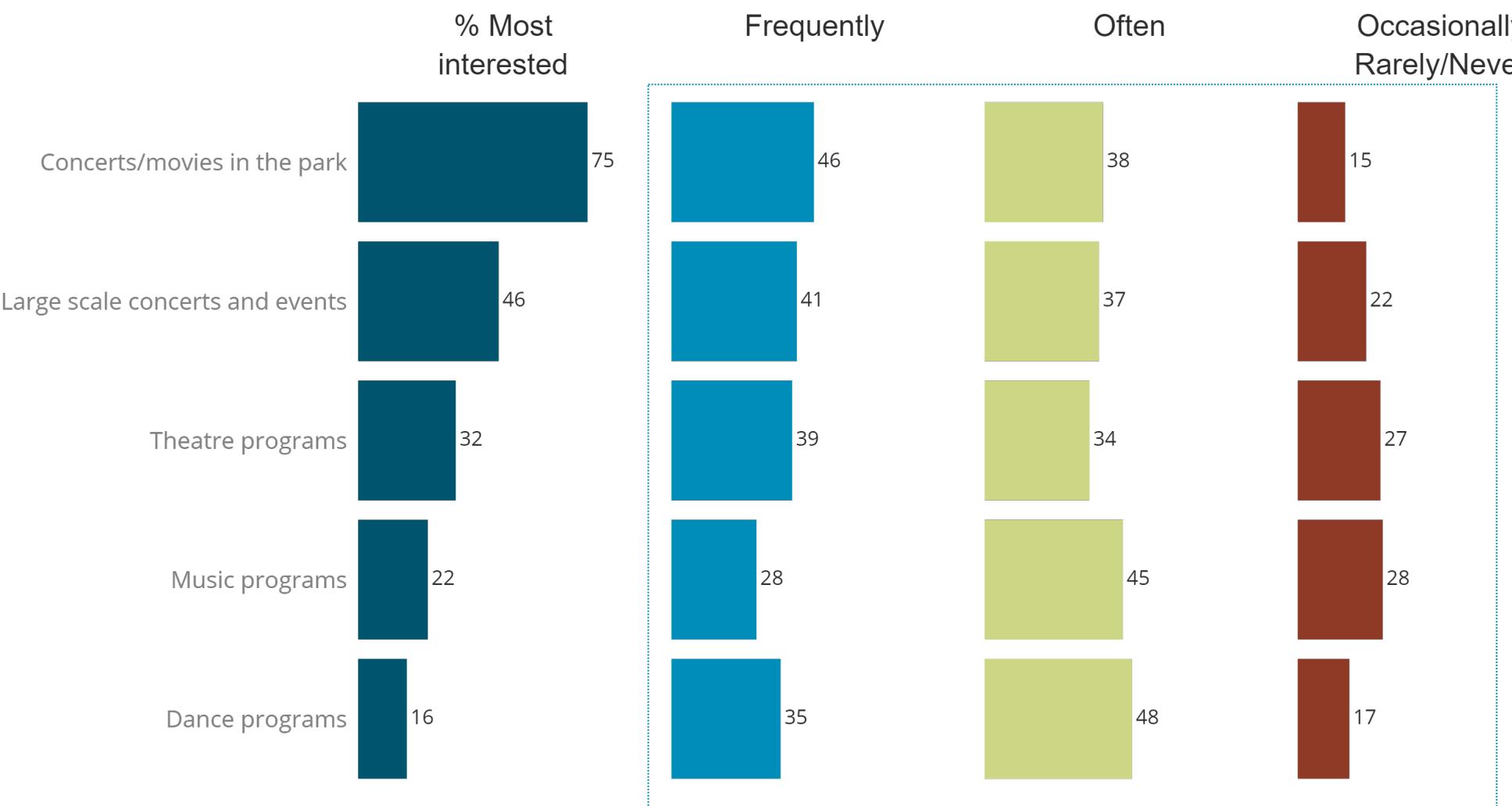
Residence type

(All)

Sample: 1083

Performing Art programs

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Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

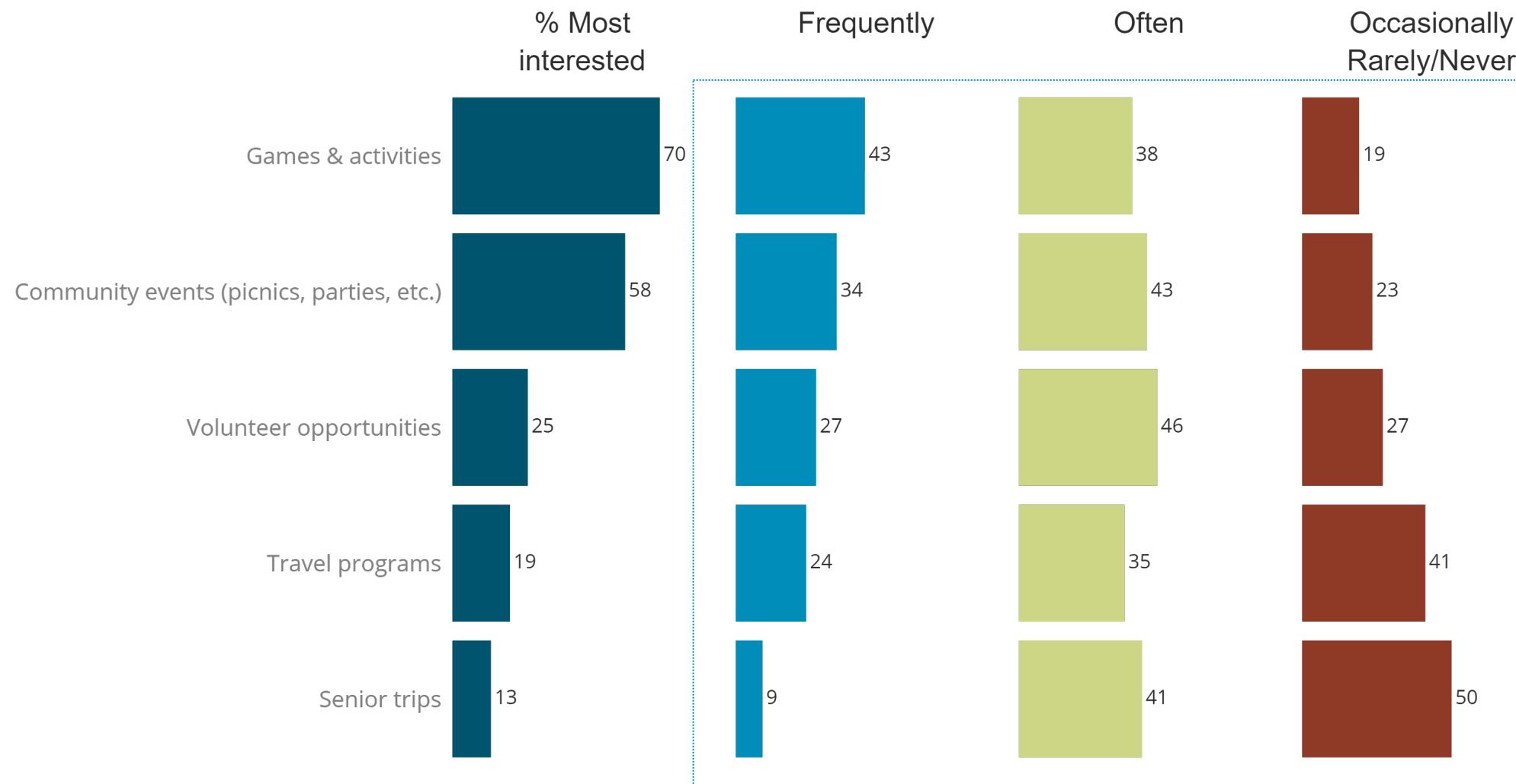
Residence type

(All)

Sample: 1083

Social programs

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Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

Residence type

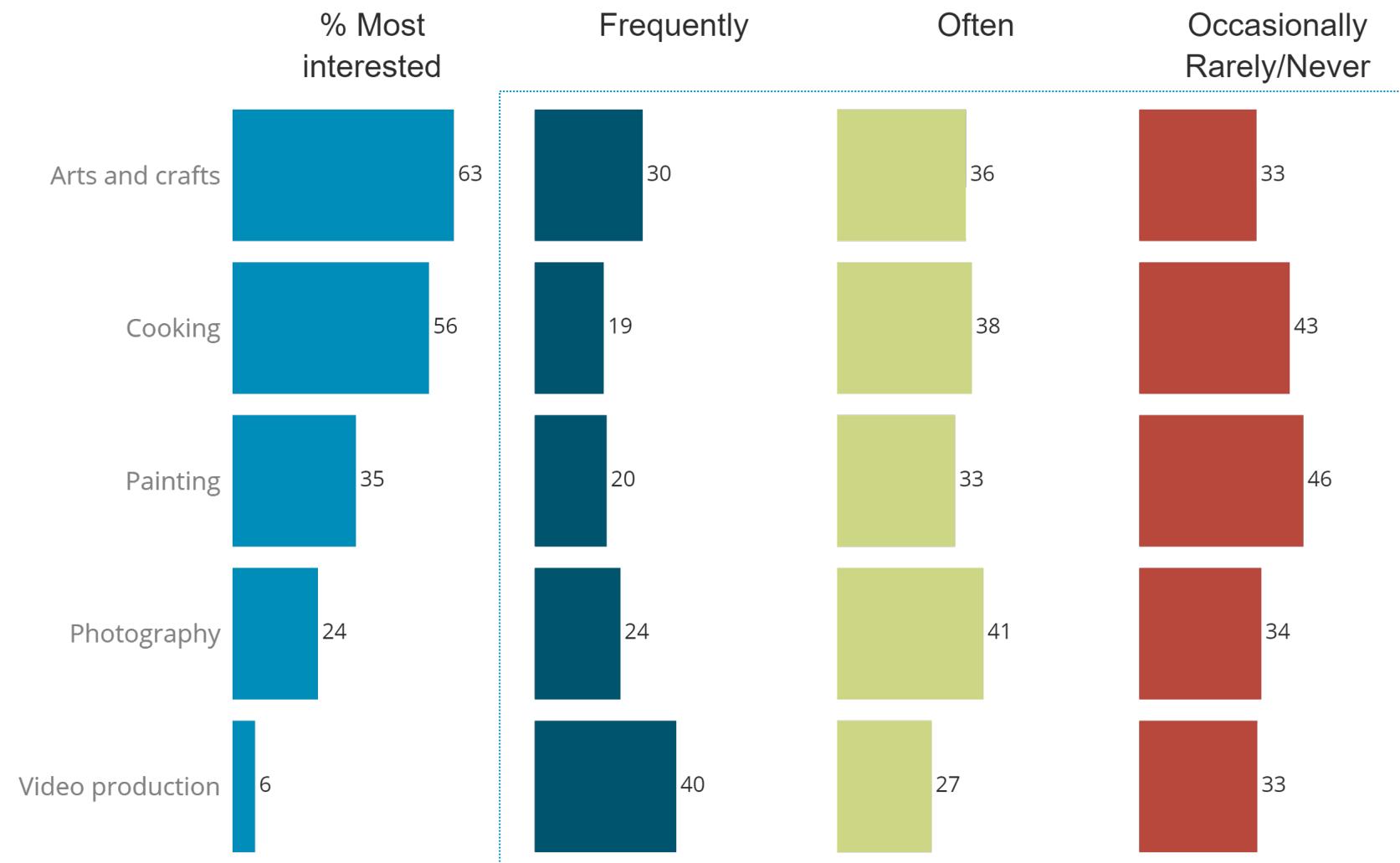
(All)

Sample: 1083

Which of these social recreation programs would interest you or your household members of any age?
(Select up to two)

Craft and Hobbies programs

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Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

Residence type

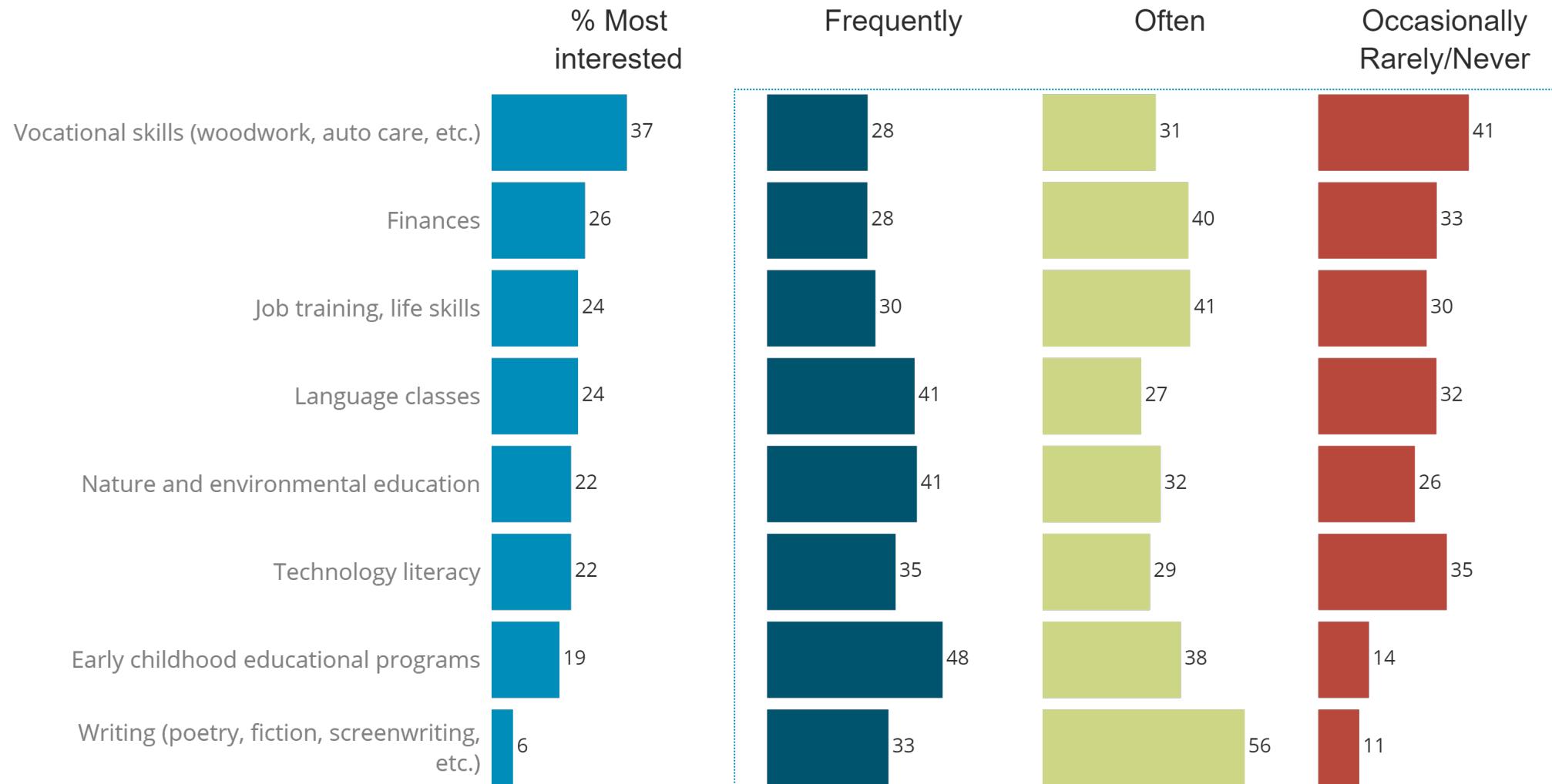
(All)

Sample: 1083

Which of these crafts & hobbies programs would interest you or your household members of any age? (Select up to two)

Education programs

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Which of these education programs would interest you or your household members of any age? (Select up to two)

Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

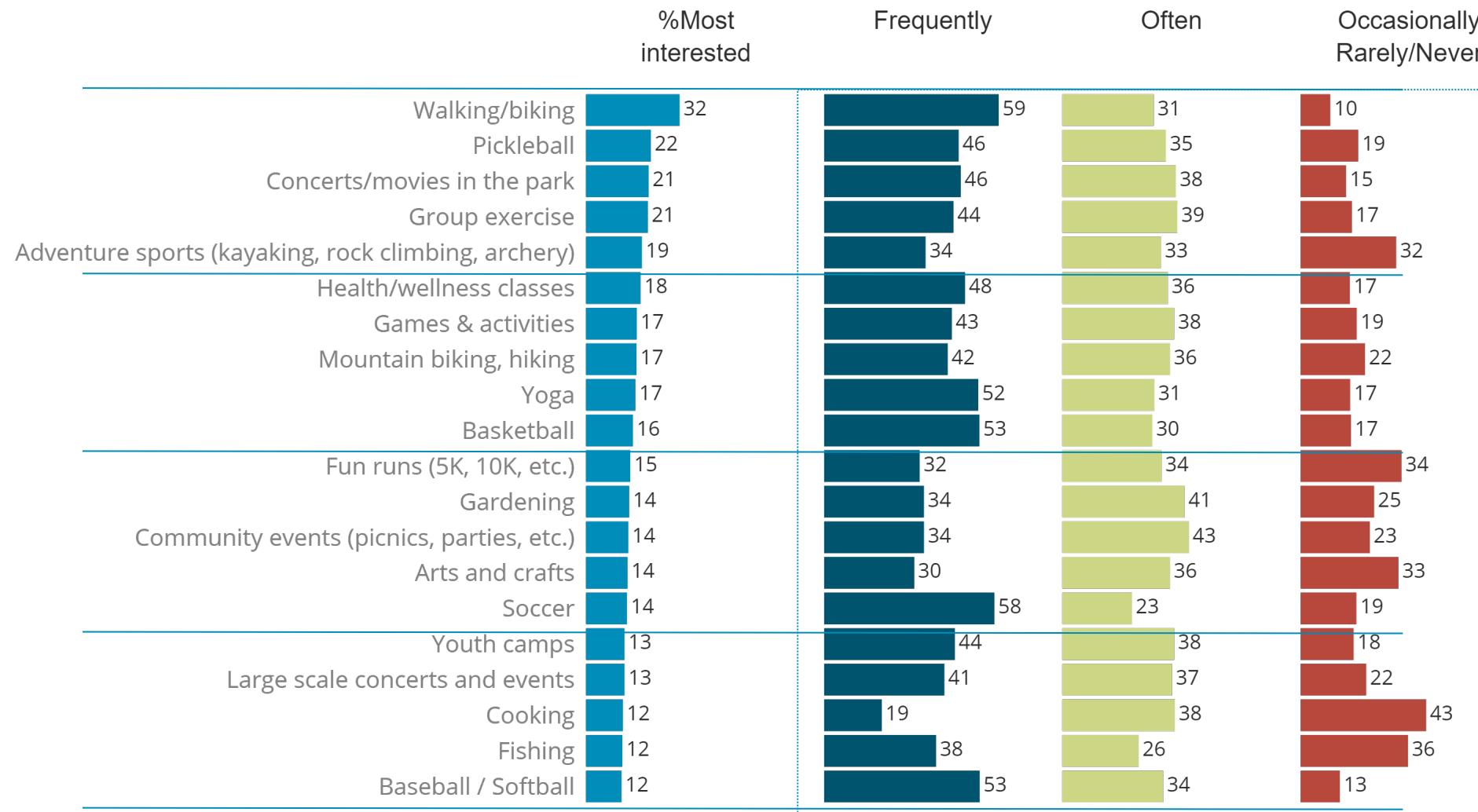
Residence type

(All)

Sample: 1083

Program Interest / frequency (Top 20)

Melissa: RecPOV



Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

Residence type

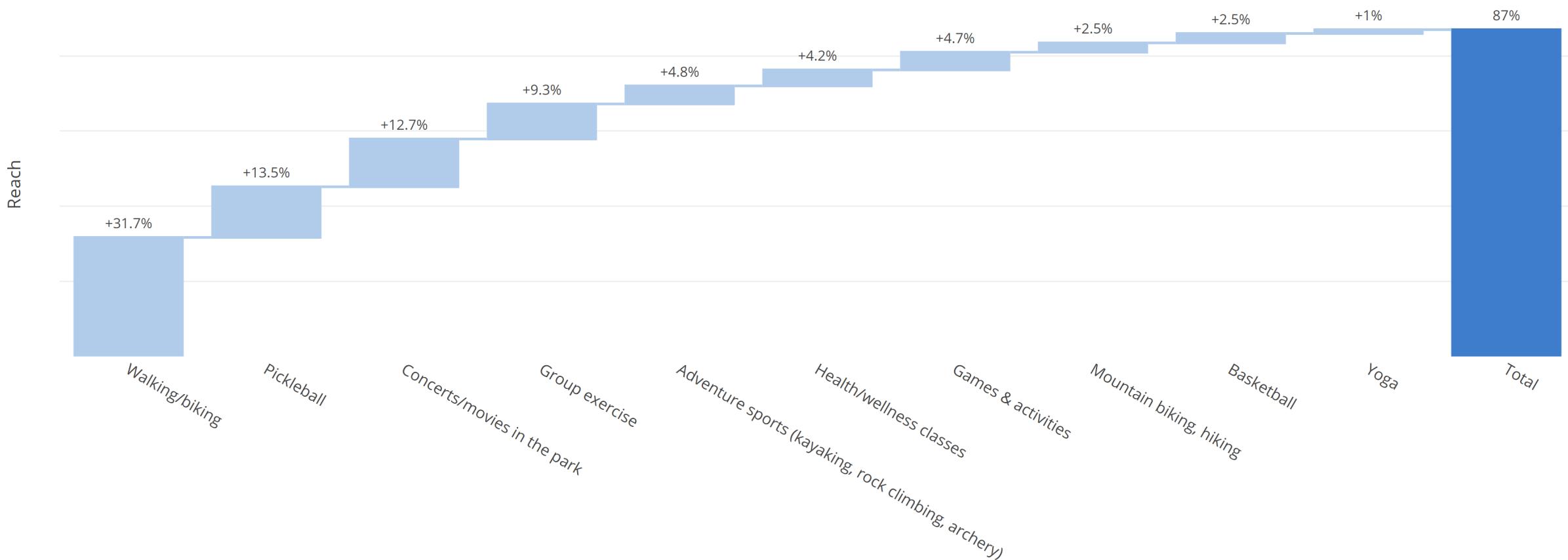
(All)

Unique Program Interest (TURF)

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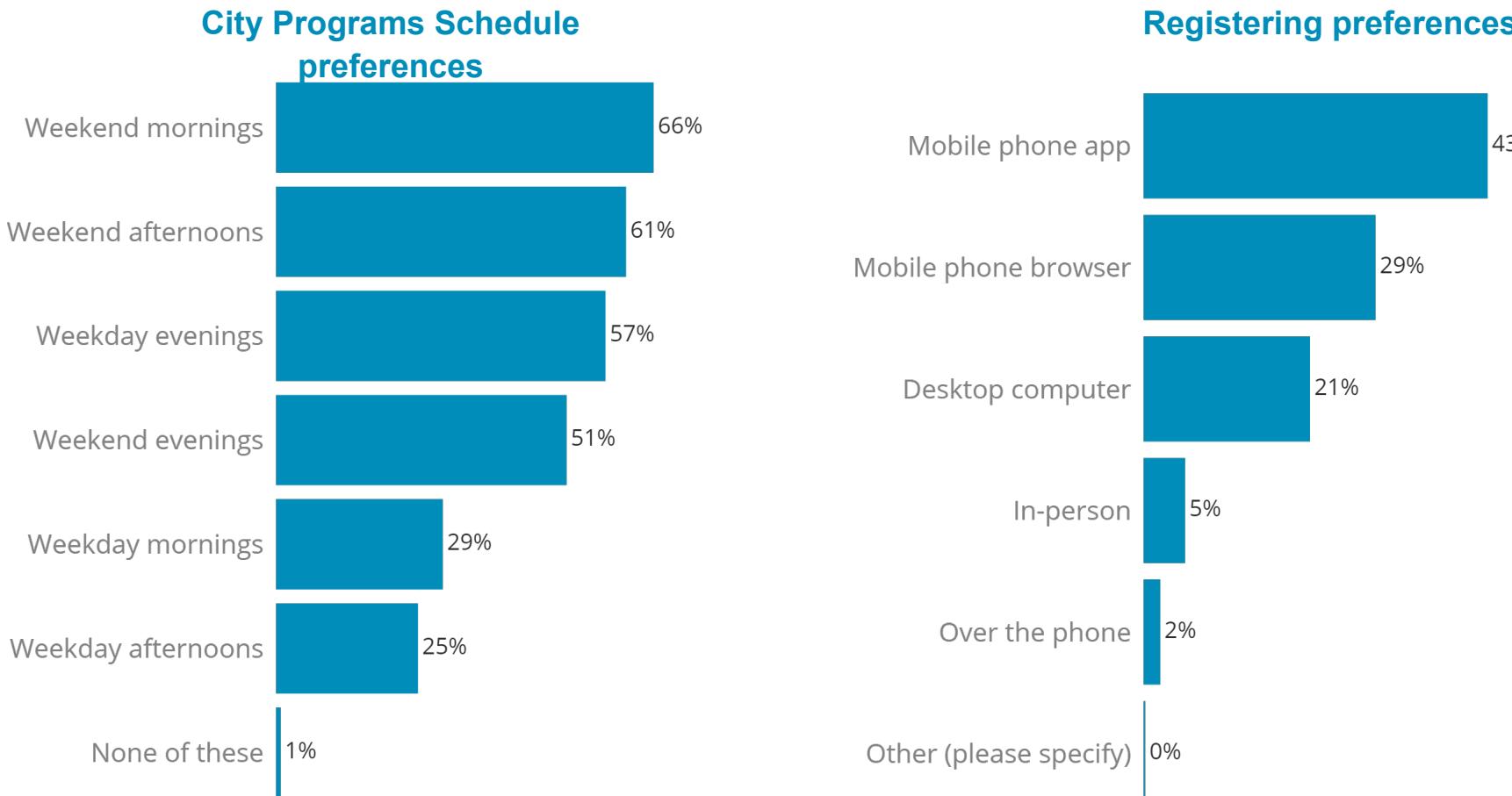
The chart below builds on the previous page, showing how to maximize your reach among residents. For example, by choosing three programs—Outdoor Concerts/Movies, Health/Wellness Classes, and Senior Activities—the city would engage 43.8 unique participants. Adding Pickleball would increase unique reach by another 4.7%.

You might notice that Yoga adds little here despite 17% selecting them as a desired program on the previous page. That's because most of those respondents also chose one of the top programs, leaving few who were uniquely interested in Yoga.



City programs schedule and registering

Melissa: RecPOV



Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

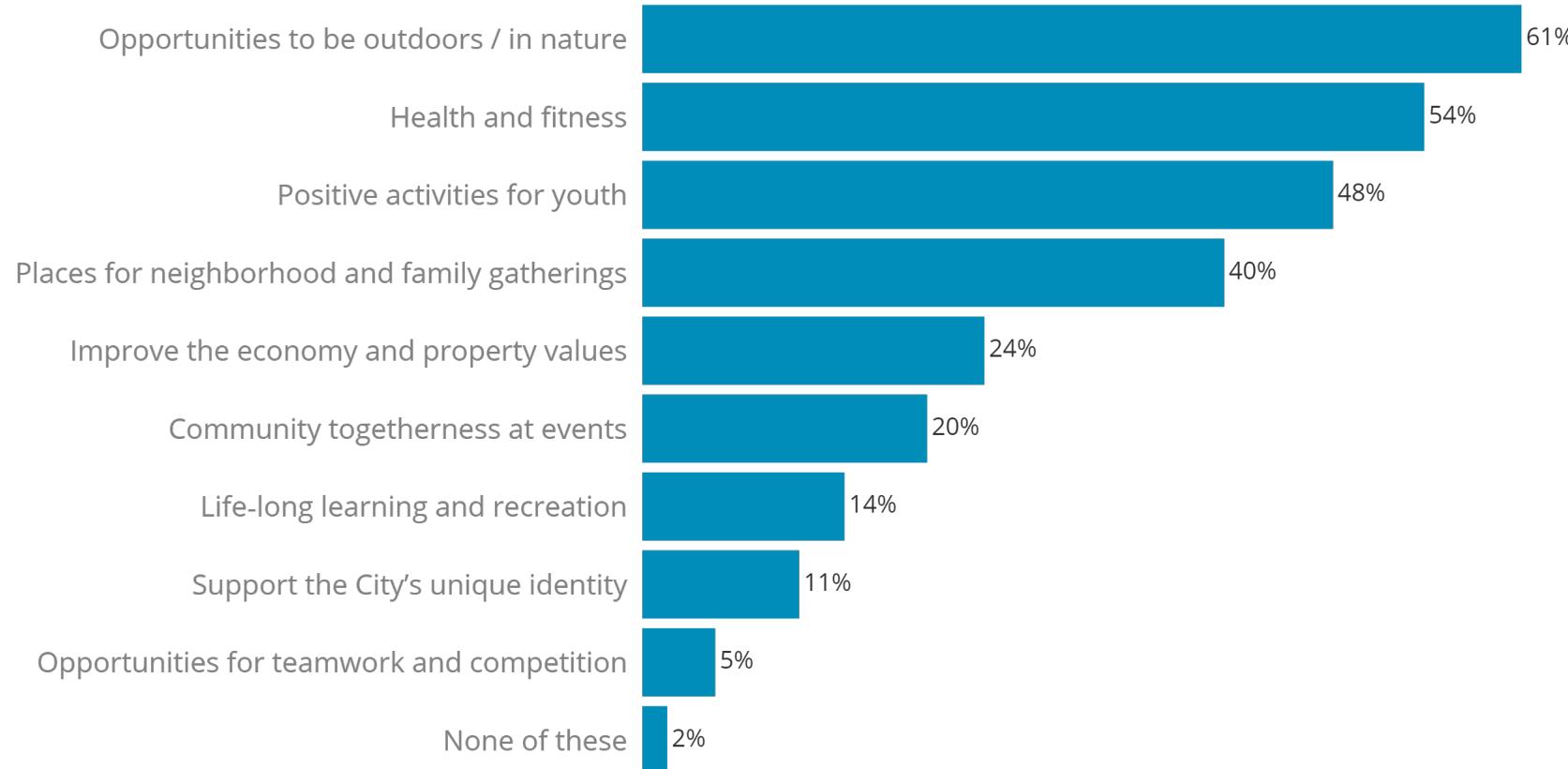
Residence type

(All)

Sample: 1083

Park benefits importance

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Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

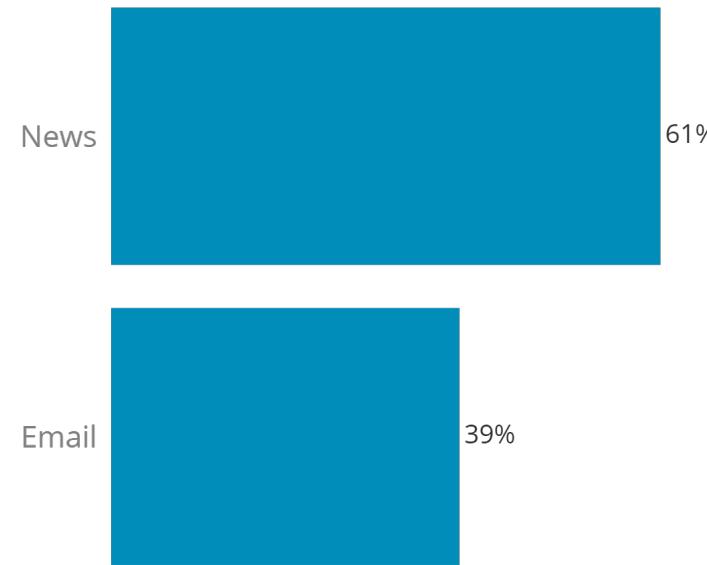
Residence type

(All)

Sample: 1083

What benefits of the Melissa parks and recreation system are most important to you? (Select three)

Survey Invitation Source



	Average	Minimum	Median
Time_Minutes	5.2↑	1.0	4

Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

Residence type

(All)

Sample: 1083

About OnPointe Insights

Melissa: RecPOV



Ron Gailey
Founder/CEO
OnPointe Insights
ron@onpointe-insights.com

OnPointe-Insights.com

Ron Gailey is the Founder and CEO of OnPointe Insights. He established his research capabilities by directing research at two Fortune 500 banks. Then, for 8 years he led insights for Coca-Cola across Asia (China, Japan, Australia, India, Vietnam, Thailand, Indonesia, and more.)

His task at the banks and Coca-Cola: create insights for senior leaders to inspire important strategic decisions, breakthrough marketing, and improved performance.

Wanting his own research company, Ron started his company in 2017. It quickly grew as Ron and his team devoted their time to help leaders at Coca-Cola, T-Mobile, KFC, 1-800 Contacts, Kellogg's, Essilor, and others make smart decisions with well-designed research.

Along the way, Ron met a City Manager in Texas who wanted help to redesign their citizen survey. The new survey was $\frac{1}{2}$ as long, yet provided far more clarity and guidance. The city loved it and Ron found a new passion.

Ron started OnPointe Insights, a company devoted to helping mayors, city managers, city councils, and other civic leaders with their challenges. It's his way of using his experience and skills to support the local community and to give back.

Our sincere thanks to the leadership team at QuestionPro, who provides meaningful technical and cost support. Their efforts allow OnPointe Insights to offer CityPOV to cities at reasonable and stable costs, despite large sample sizes.

Should your city desire to do research on their own, QuestionPro is an excellent choice. In our opinion it is superior to Survey Monkey, Qualtrics and other similar services. Please contact OnPointe Insights for a referral to QuestionPro.

Powered by



his output

ument.

```
>  
>output <- flipData::SplitFormQuestions(formData, include.grid.flag = TRUE)  
>dat <- output$dat[,]  
  .names <- names(dat)  
  
  jde = function(previous.turf, alternative.names) {  
  : portfolio from the previous TURF  
  names(attr(previous.turf, "ChartData"))[1]  
  ie flavors from the string into a vector to use to match  
  ingr::str_split(minc, ", ")[[1]]  
  position of the flavors that must be included  
  lude=match(minc, alternative.names)  
  
  :lusive.sets <- list()  
}  
  
  integer(0)  
  TRUE)  
  
  ned.index <- match(paste0(paste0("formMutuallyExclusive". i. "alt". i)), alternative.names)
```

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