

# 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.

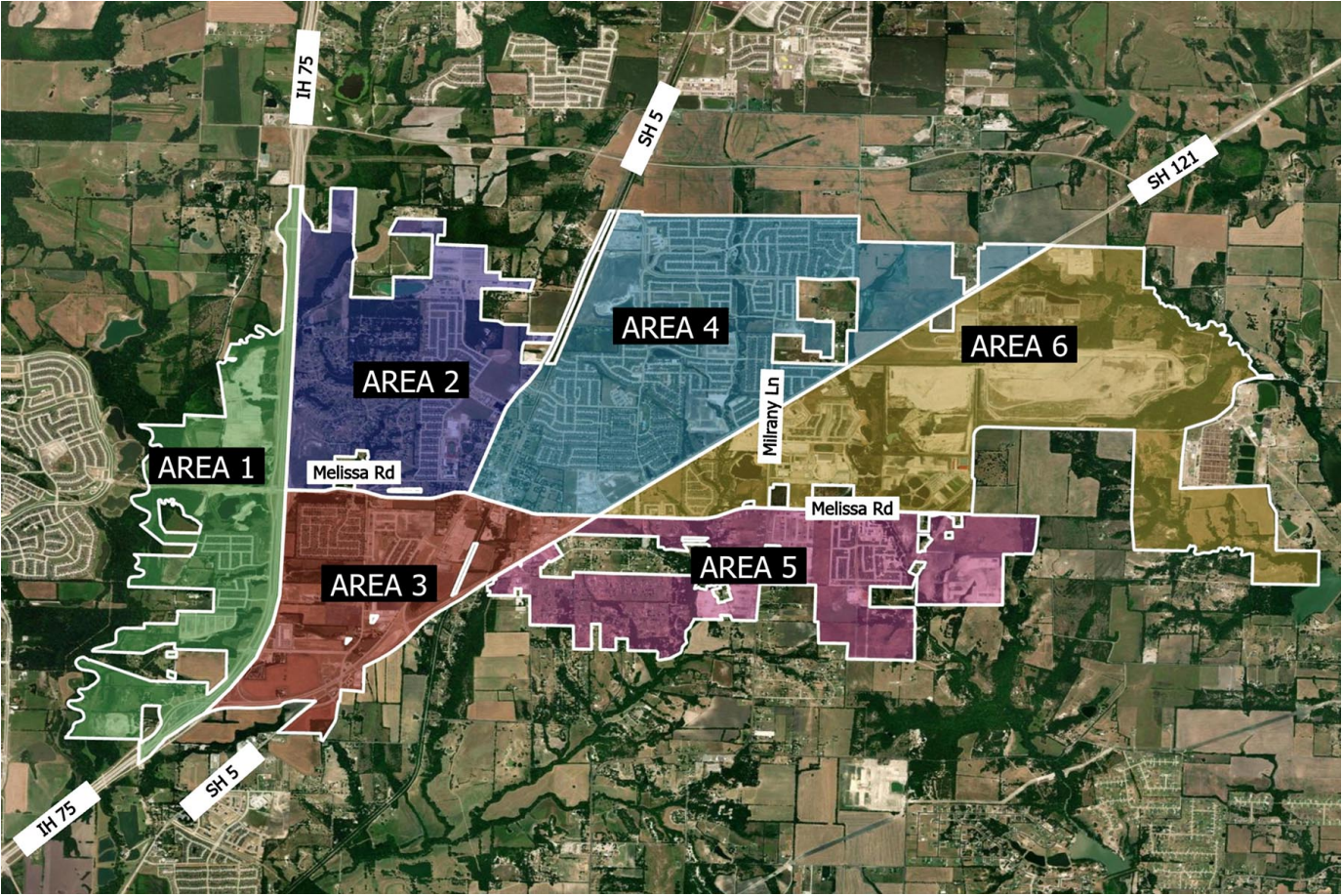
Residents indicated a preference for attending these programs on weekends, in the mornings or afternoons. They also showed a strong inclination to register for activities through a mobile app or mobile browser.

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

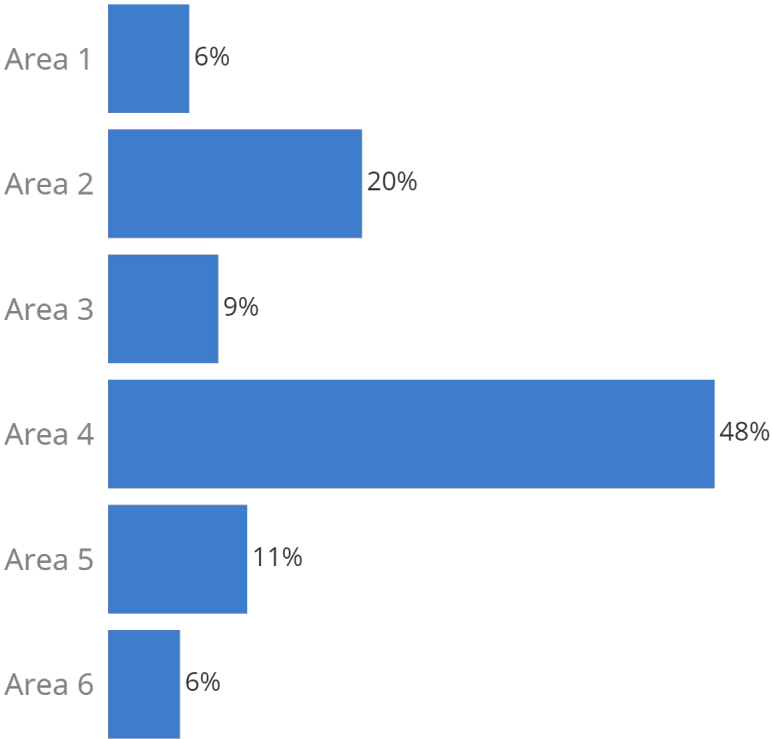
To reach the most unique people, the order of importance for programs is: Walking/biking, Pickleball, Concerts/movies in the park, Group exercise, Adventure sports, Health/wellness classes, and Games and activities. (See Unique Program Interest)





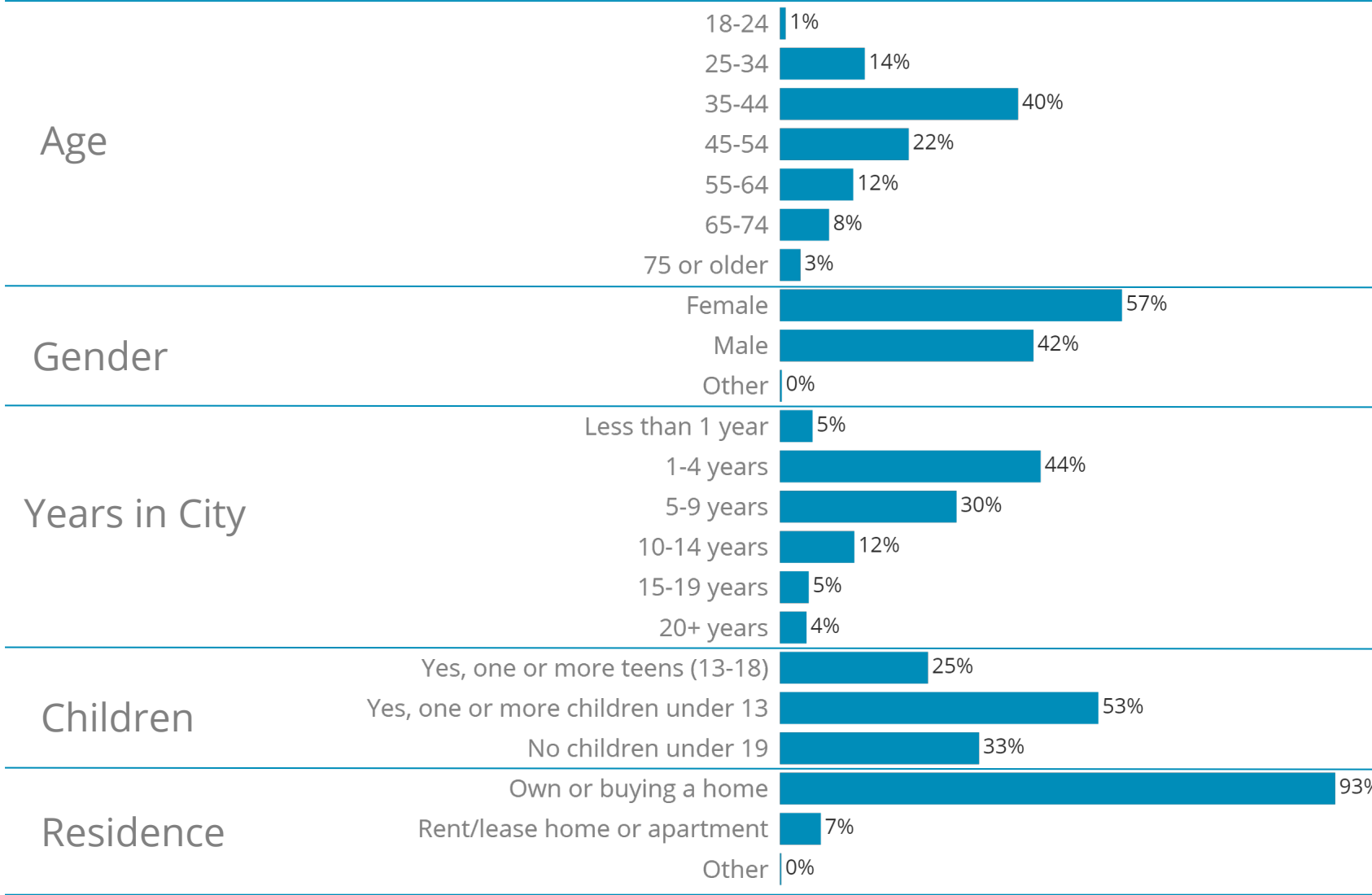


% in each Zone



Sample Size: 1083





Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

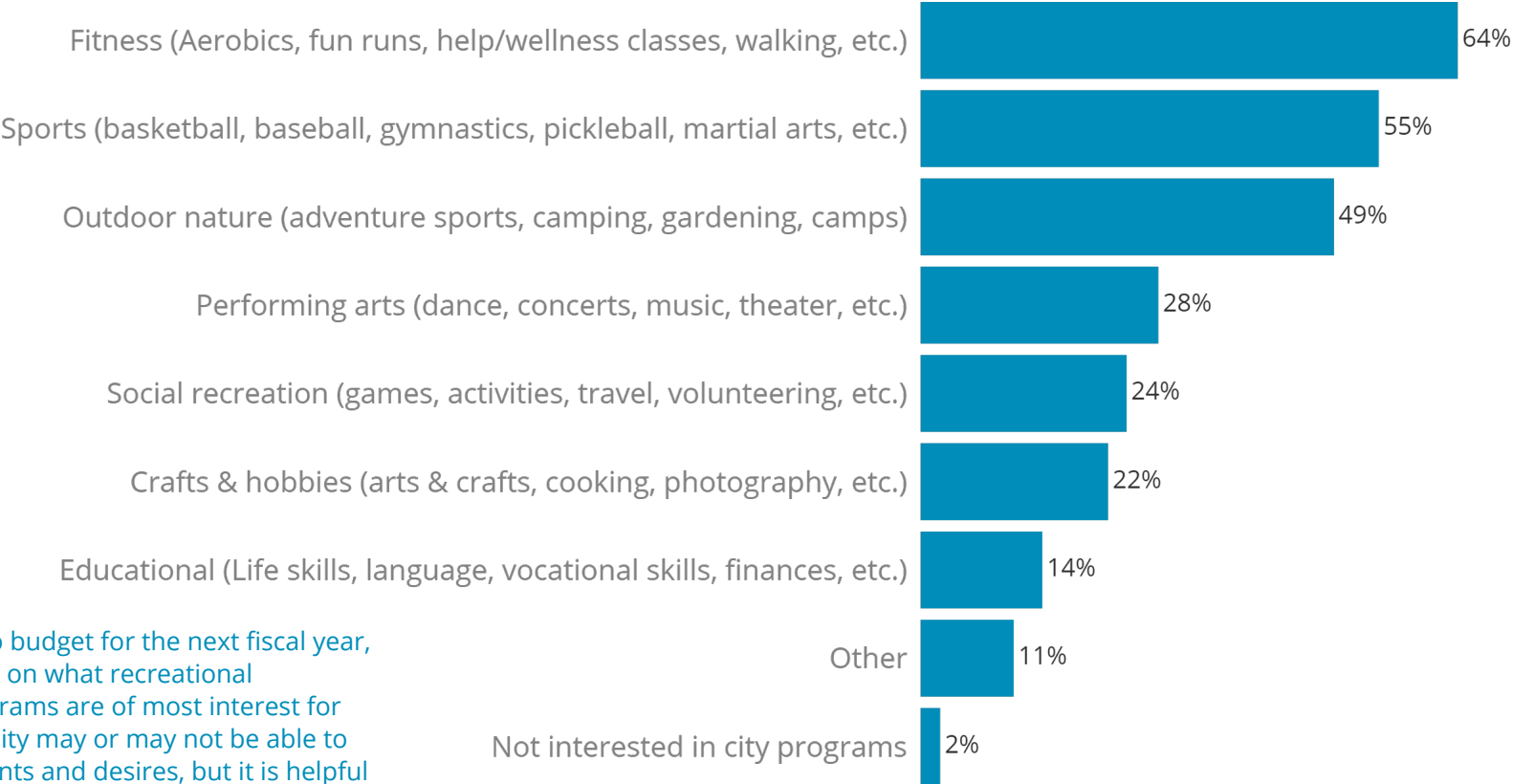
Area

(All)

Residence type

(All)

Sample: 1083



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

Age

Time in City

Children at home

Area

Residence type

Sample: 1083



Select Demographic Variable

Gender

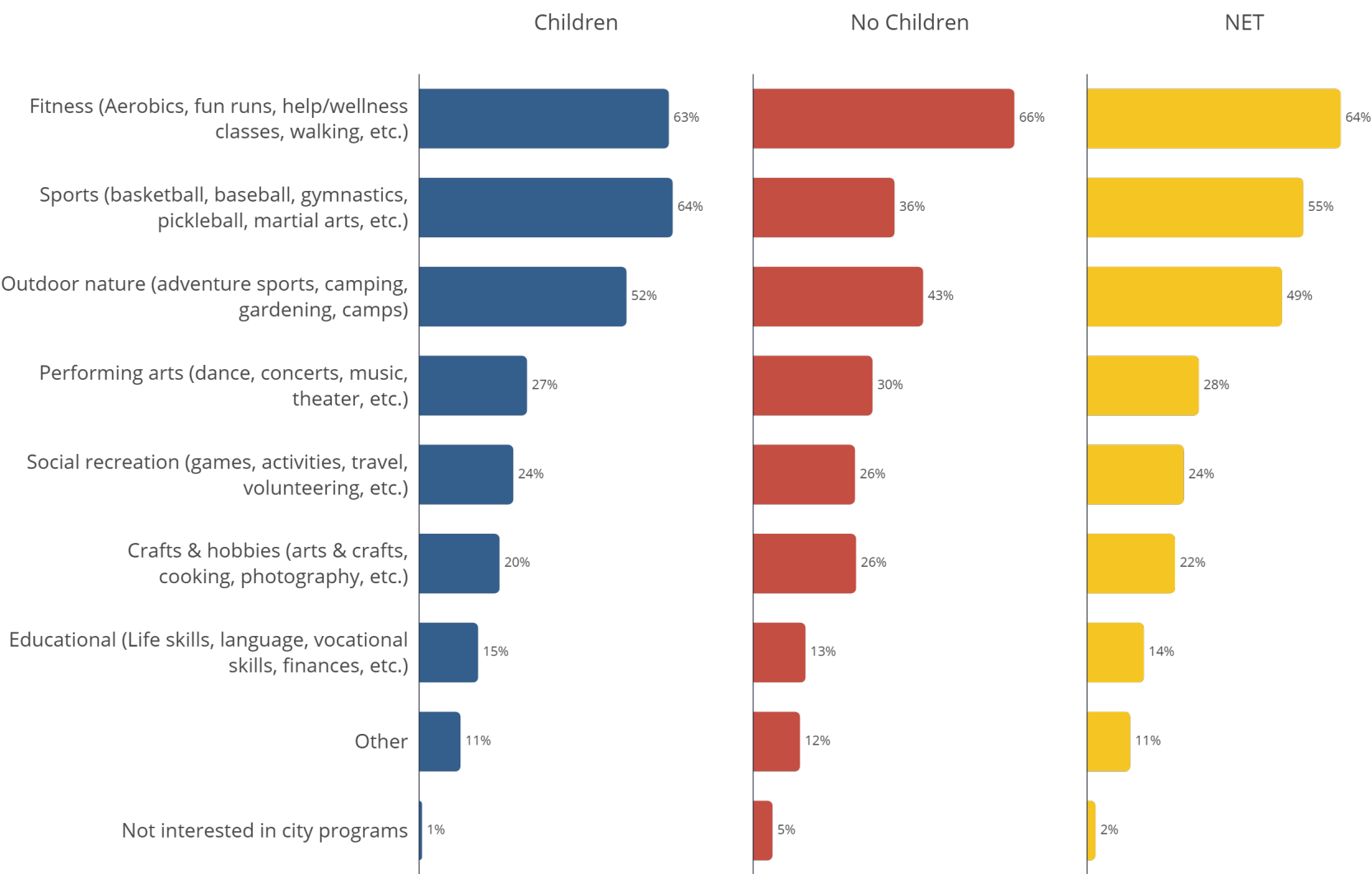
Age

Area

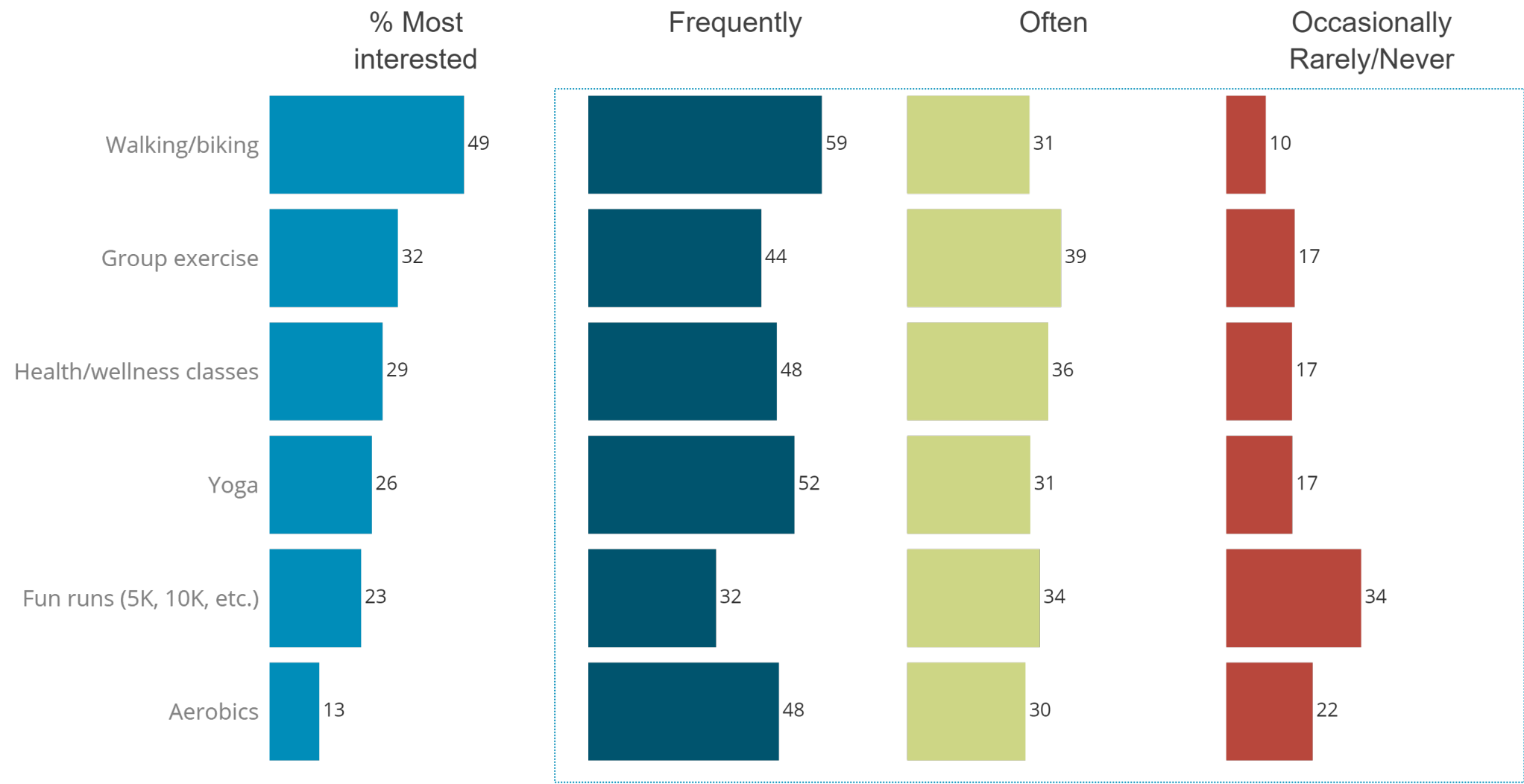
Time in City

Children

Children	n = 722
No Children	n = 361



Sample: 1083



Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

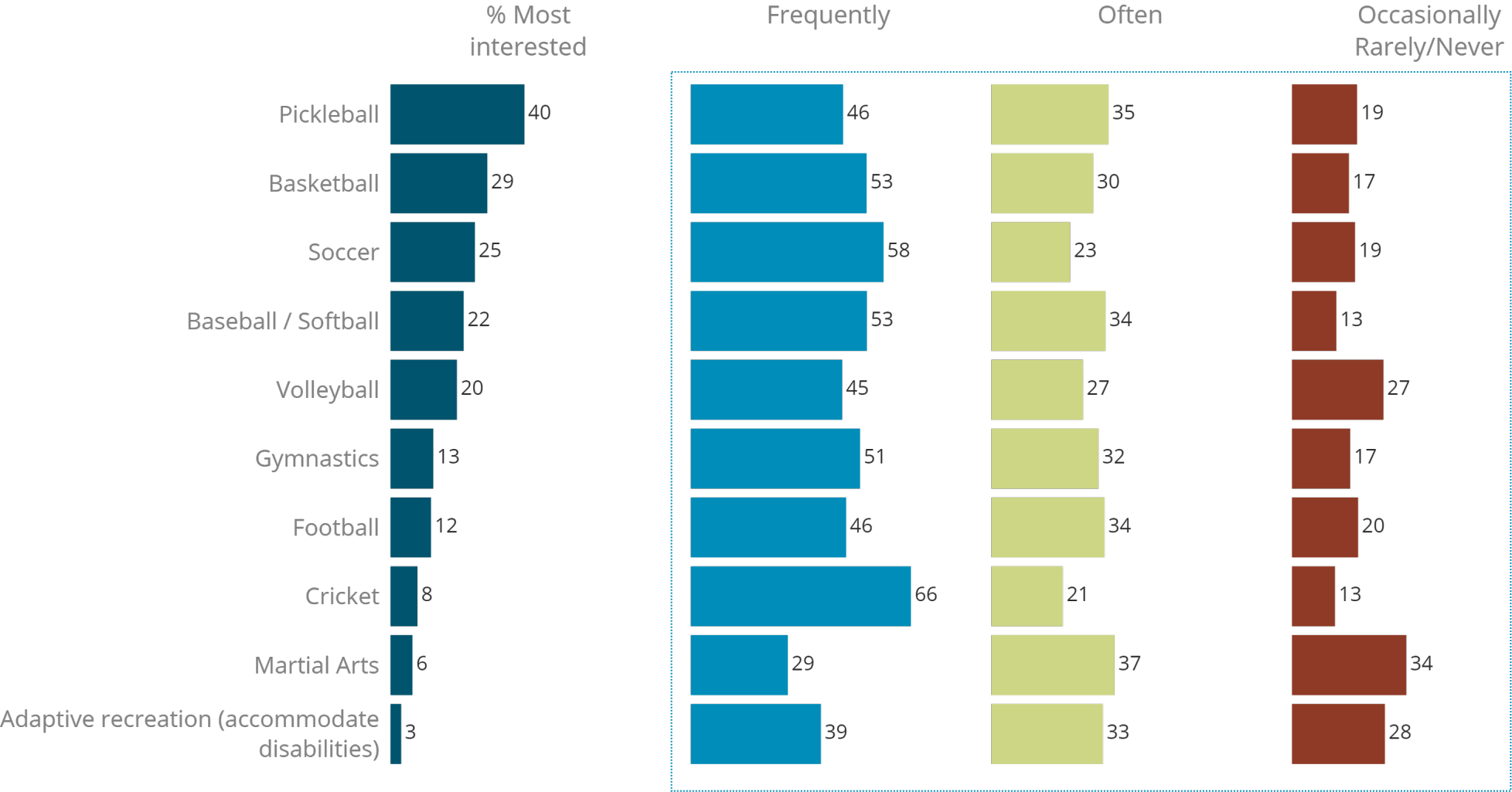
(All)

Residence type

(All)

Sample: 1083





Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

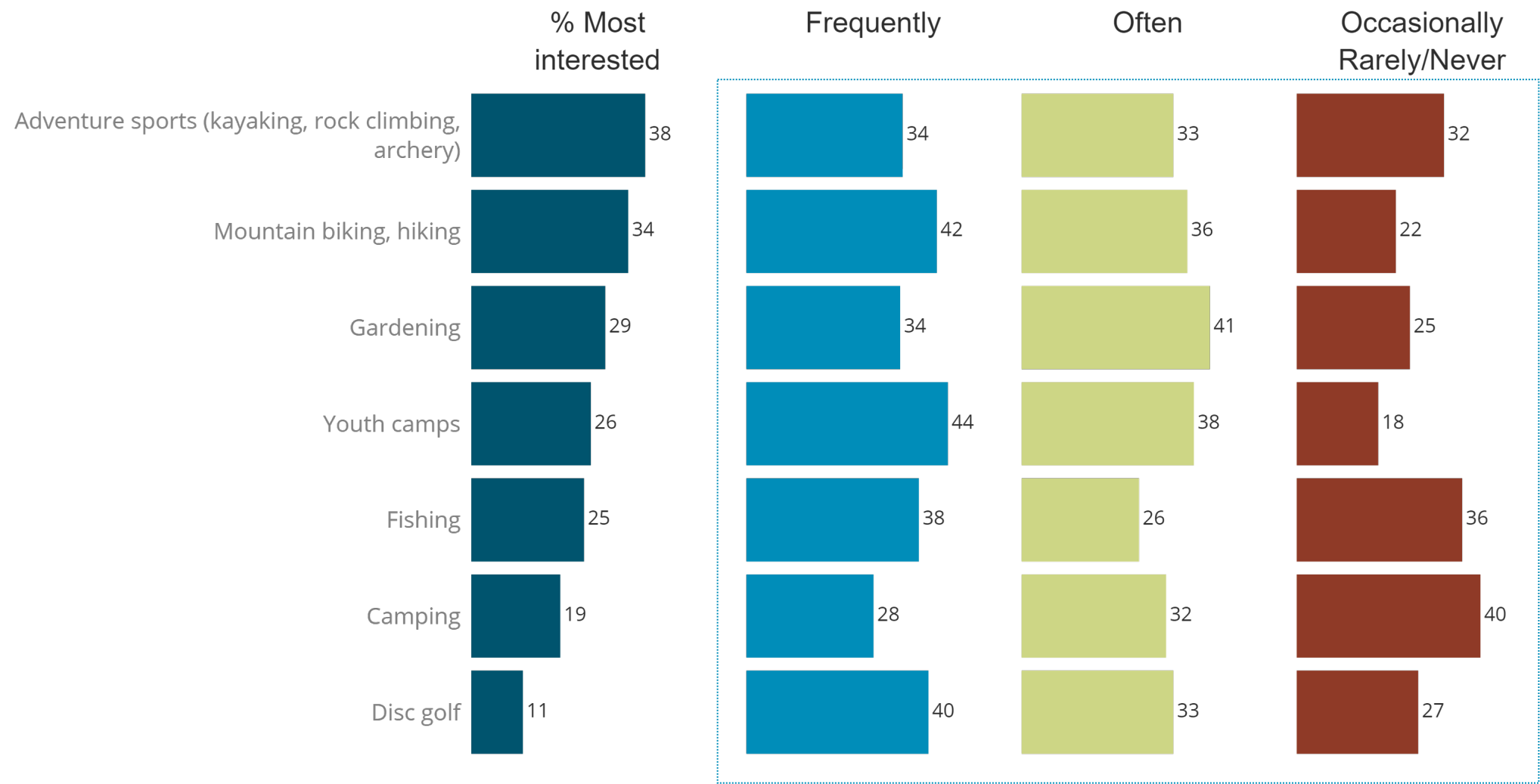
Area

(All)

Residence type

(All)

Sample: 1083



## Demo Filters

Gender  
(All)

Age  
(All)

Time in City  
(All)

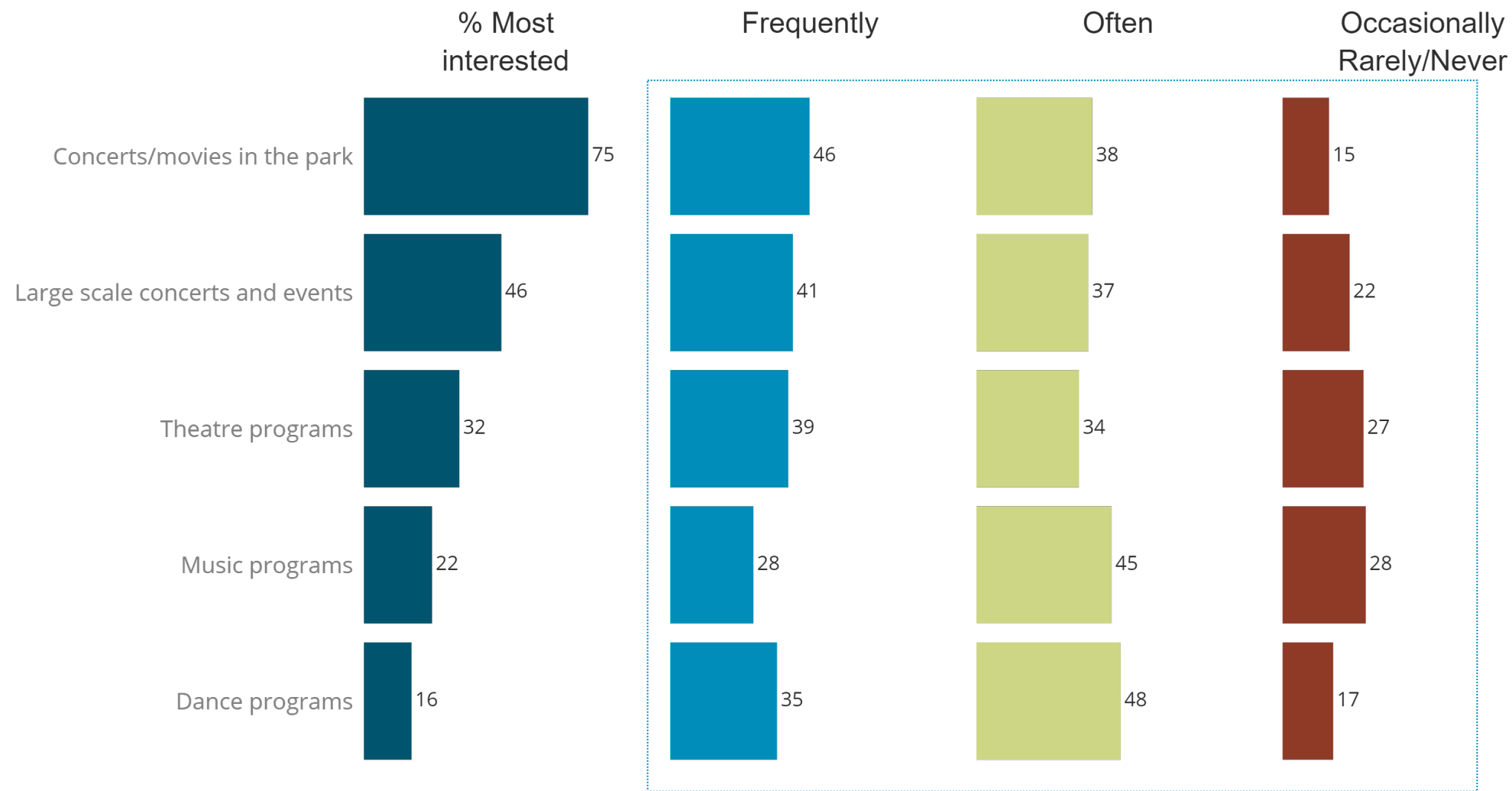
Children at home  
(All)

Area  
(All)

Residence type  
(All)

Sample: 1083





### Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

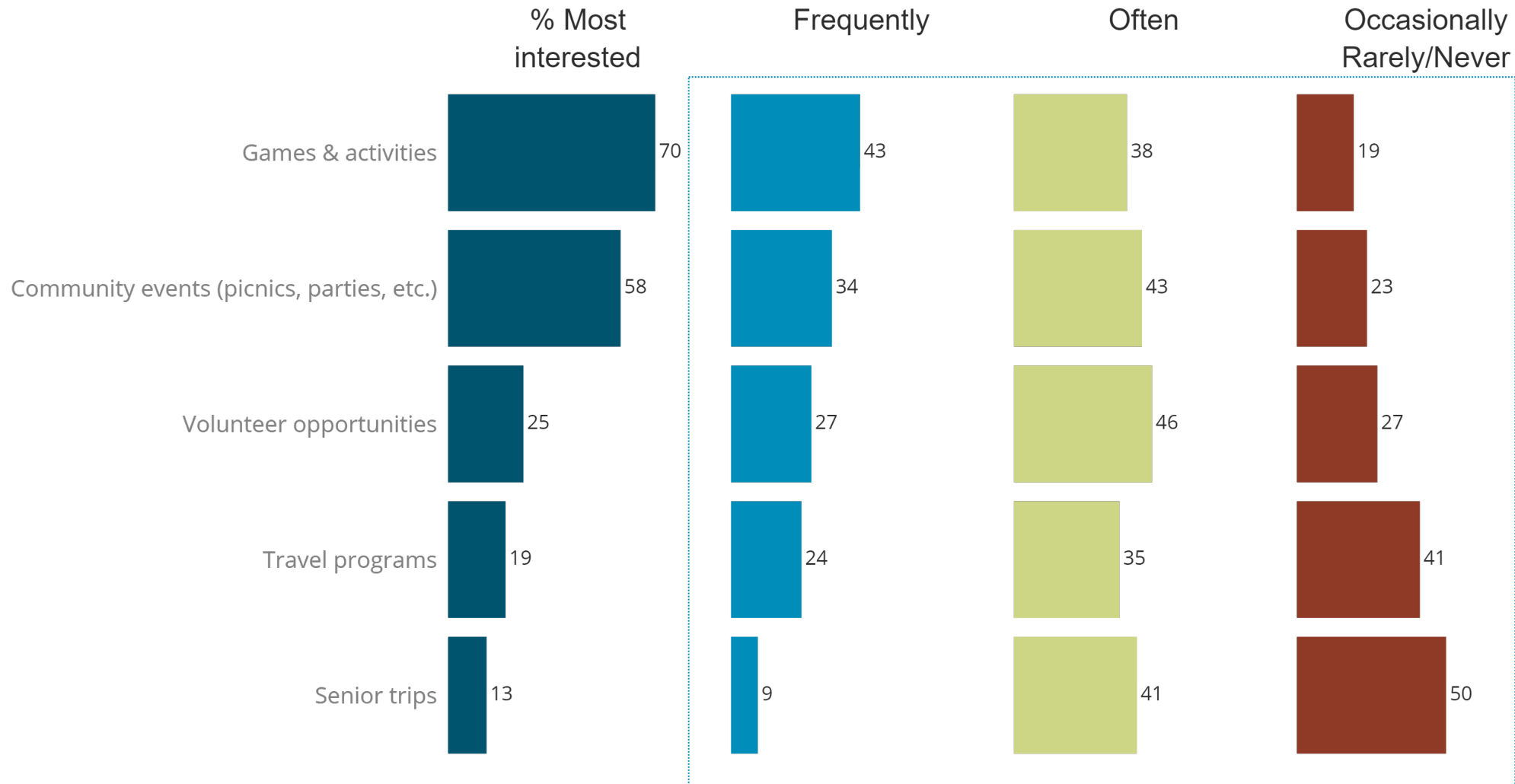
Residence type

(All)

Sample: 1083

# Social programs

Melissa: RecPOV



## Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

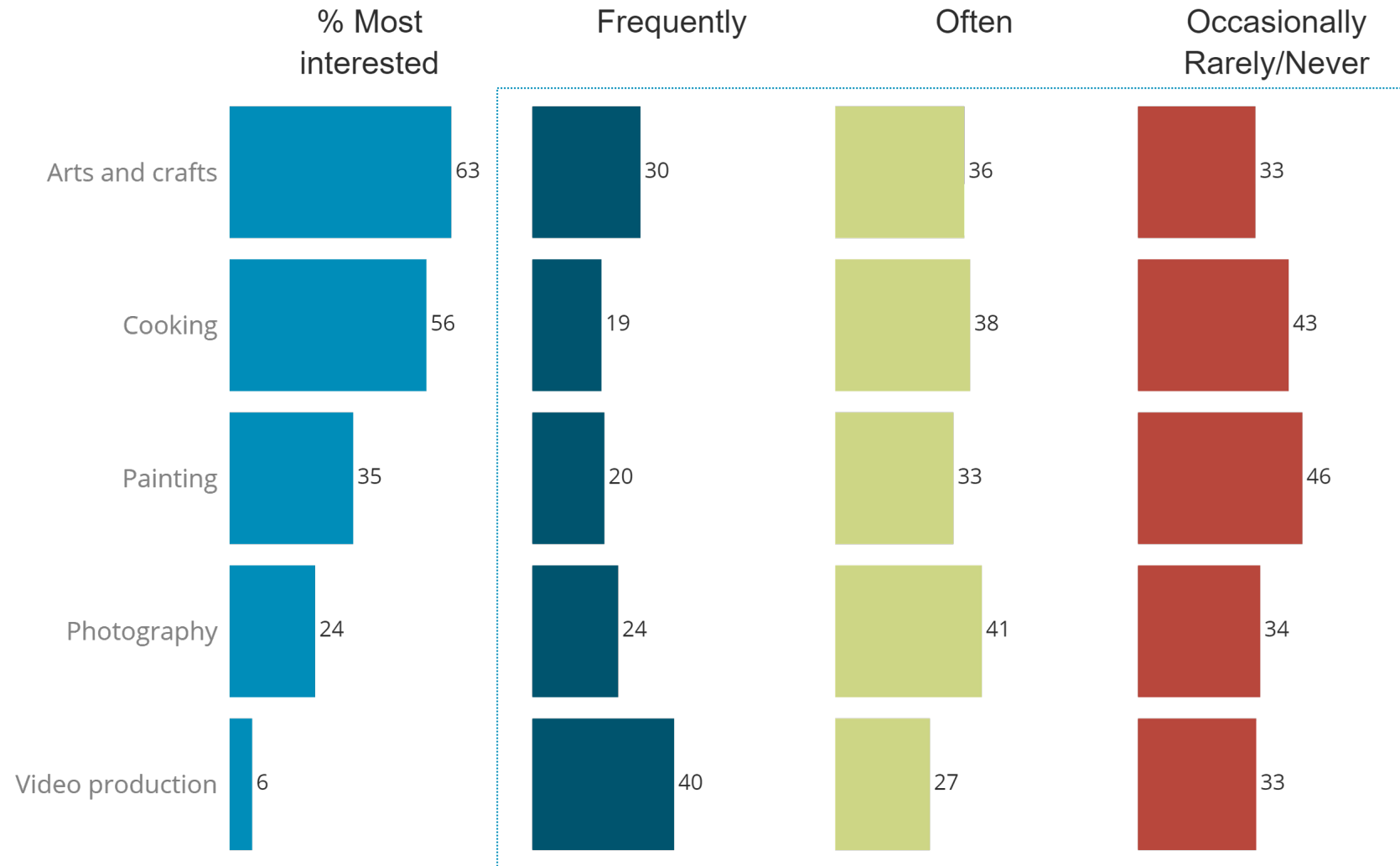
Residence type

(All)

Sample: 1083

# Craft and Hobbies programs

Melissa: RecPOV



## Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

Residence type

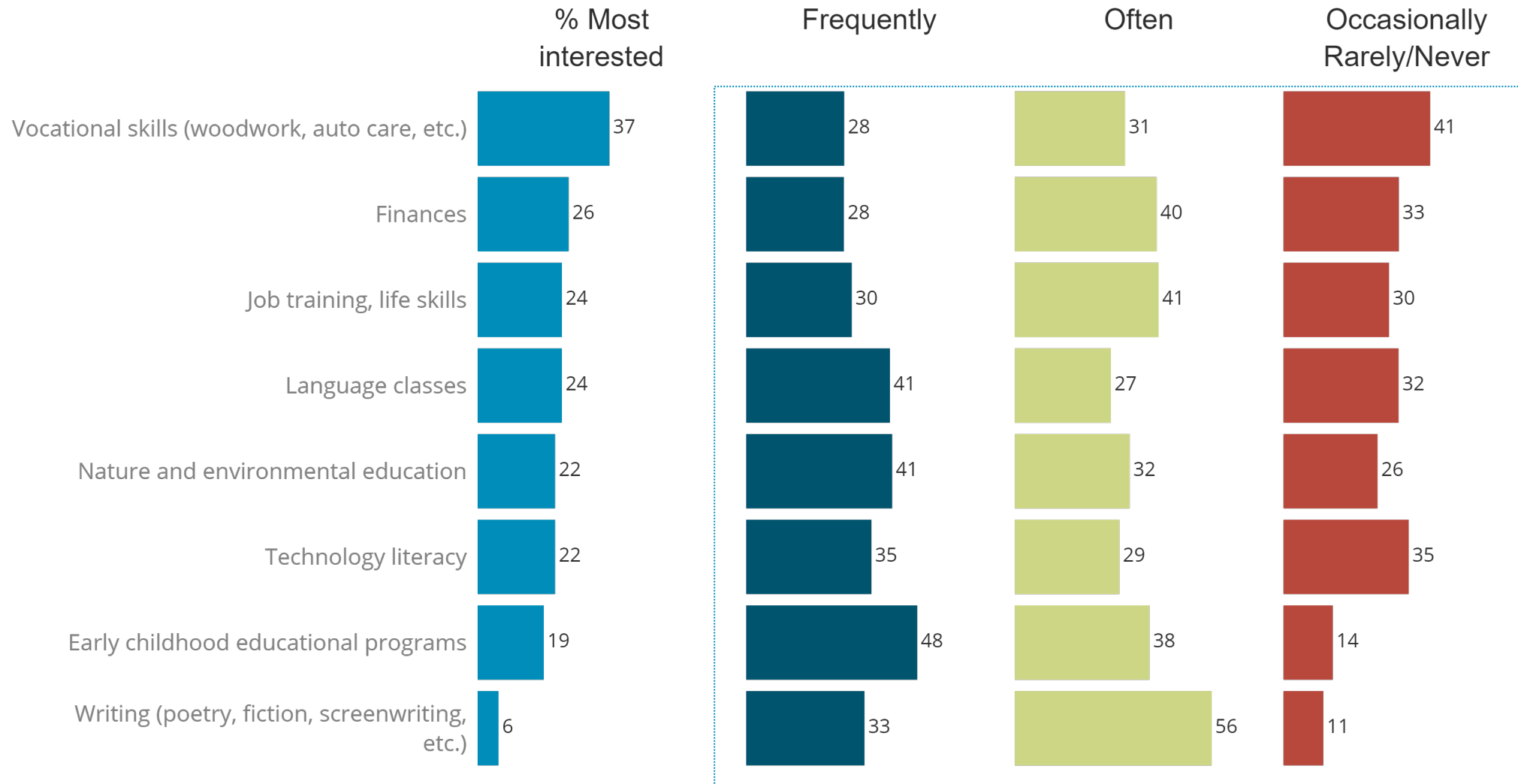
(All)

Sample: 1083



# Education programs

Melissa: RecPOV



## Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

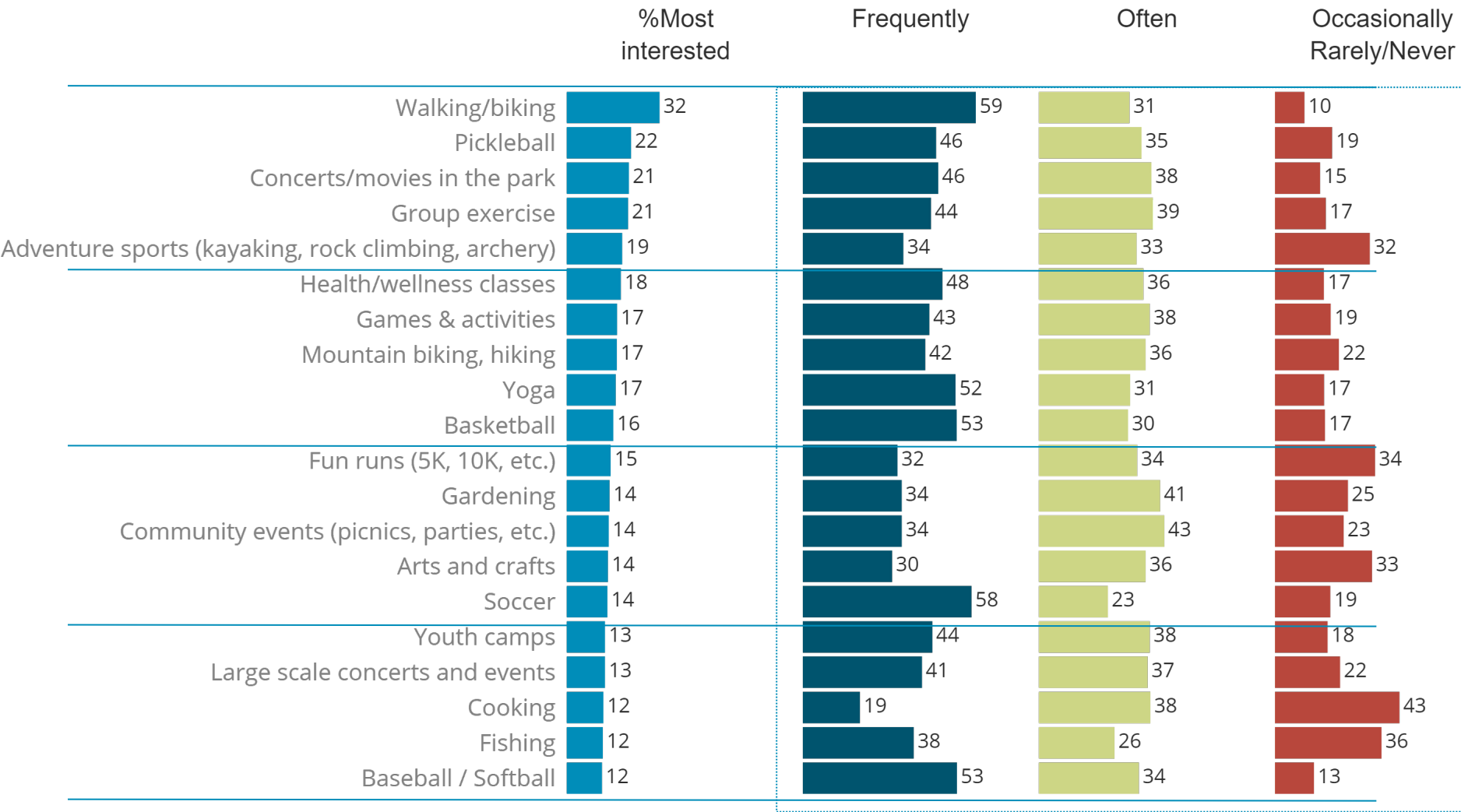
Residence type

(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

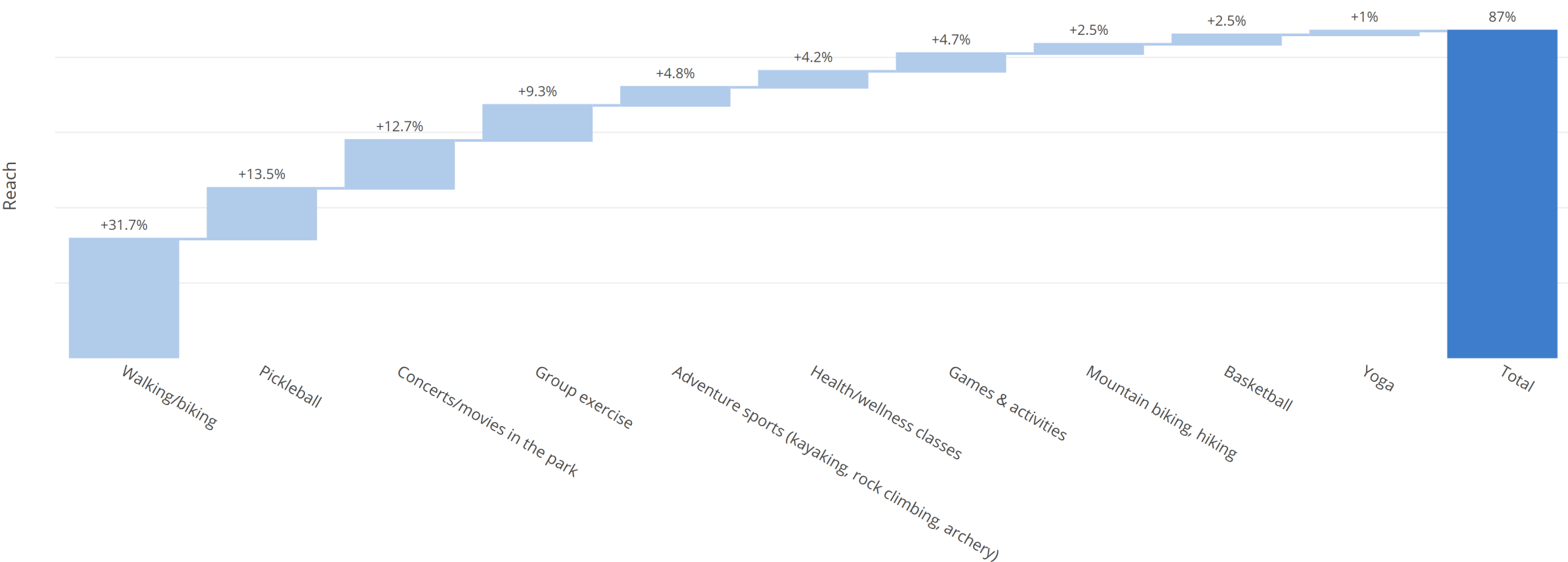
(All)

Residence type

(All)

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%.

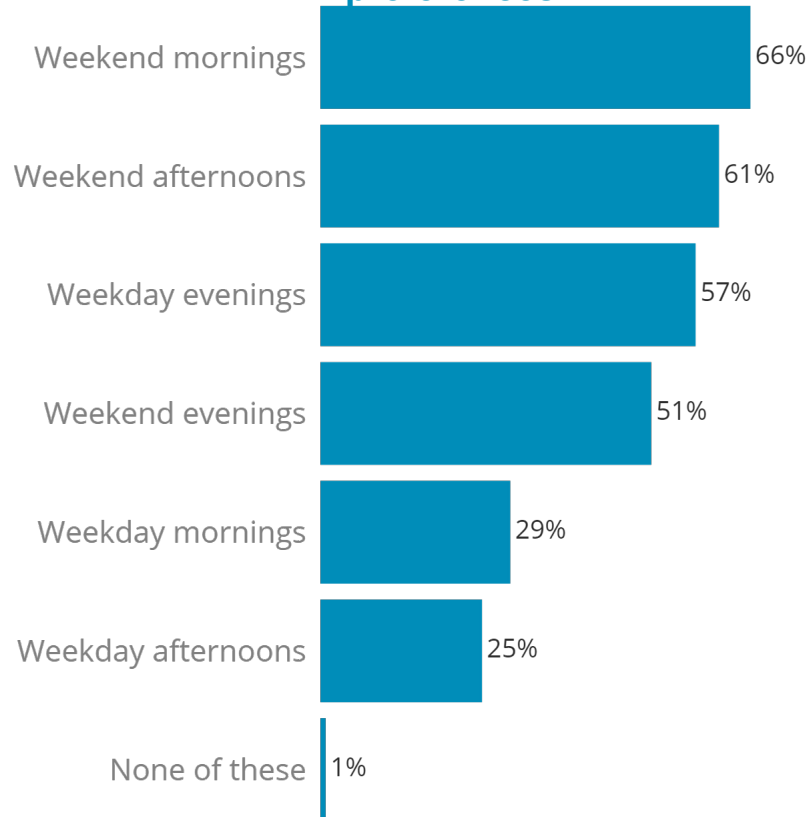
You might notice that Yoga adds little here despite 17% selecting them as a desired program on the previous page. That’s because most of those respondents also chose one of the top programs, leaving few who were uniquely interested in Yoga.



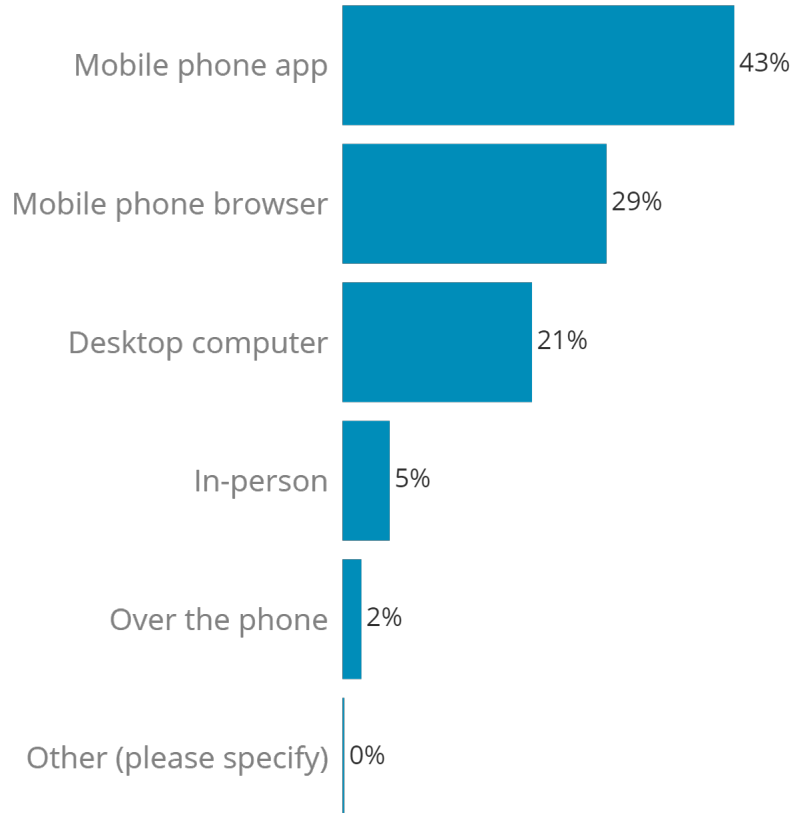
# City programs schedule and registering

Melissa: RecPOV

City Programs Schedule preferences



Registering preferences



## Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

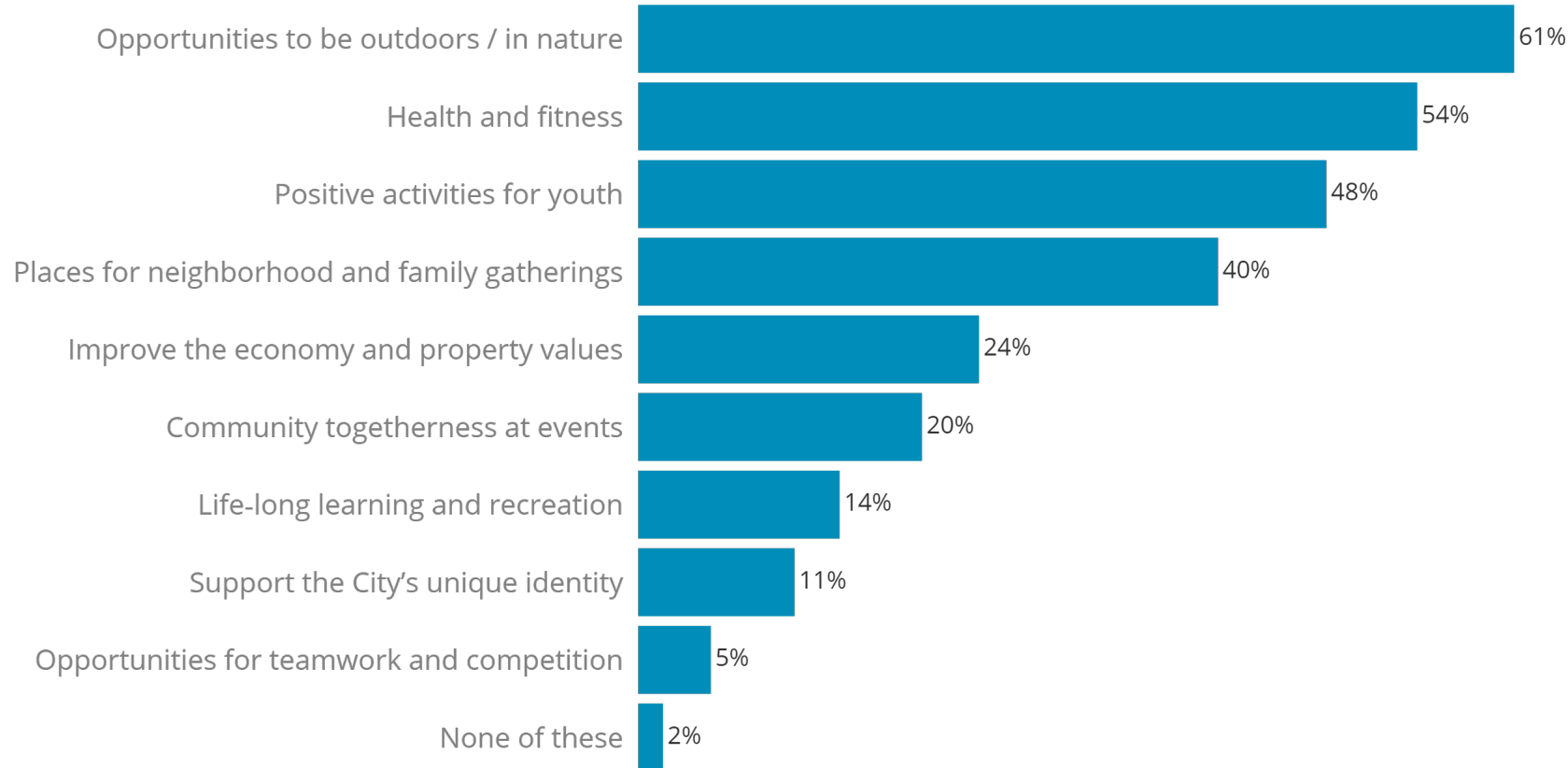
Residence type

(All)

Sample: 1083

# Park benefits importance

Melissa: RecPOV



## Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Area

(All)

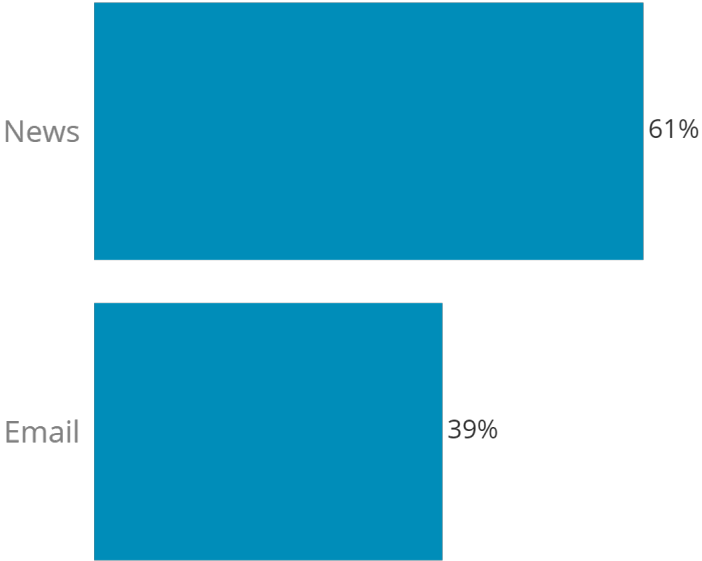
Residence type

(All)

Sample: 1083



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



**Ron Gailey**

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[OnPointe-Insights.com](https://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 ½ 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



## this output

ument.

```
>
>output <- flipData::SplitFormQuestions(formData, include.grid.flag = TRUE)
>dat <- output$dat[,]

.names <- names(dat)

ide = function(previous.turf, alternative.names) {
: portfolio from the previous TURF
names(attr(previous.turf,"ChartData"))[1]
ne 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)

:clusive.sets <- list()

)

integer(0)
TRUE)

red.index <- match(get0(paste0("formMutuallyExclusive". i. "alt". i)). alternative.names)
```

There is a pr

Please che