# Evergreen ParkPOV Dashboard

Bellaire, Texas
2024

Onpointe INSIGHTS

# Study Introduction - detail



## Background

The City of Bellaire has secured significant grant funding for improvements at Evergreen park, with an emphasis on creating an accessible all-abilities park. The City will continue fundraising to supplement expenses not covered by the grants to improve the park. The survey sought to understand resident preferences and priorities for Evergreen Park. Additionally, the city explored options for repairing, updating and improving the Evergreen pools based on resident input. If the city decides to renovate or replace the Evergreen pool there are multiple options, features, and amenities that should be considered. This survey collected resident feedback to prioritize those options. Currently the city is just exploring options and resident preference.

Bellaire, Texas commissioned OnPointe Insights to conduct the Evergreen ParkPOV survey from October 23rd to November 24th, 2024. A total of 661 surveys were completed (+/- 3.7% statistical margin of error). The survey was designed to help the City understand the following:

- Park and playground design elements residents like most
- Elements and features they prioritize overall
- Thoughts about potential actions and focuses for the Evergreen Pool
- Priority of aquatic and facility amenities at Evergreen Pool
- Demographics of those responding in various ways

## Reviewing the data

This Online Dashboard presents results in an interactive way.

- Use filters to explore (like age, gender and time in the city)
- Review comments by filtering on specific topics.
- Download the data you want into PDF or PowerPoint.

# Summary - Key Takeaways

# Evergreen ParkPOV

## City Highlights

The survey received good participation from residents and most residents opted to respond to both the park and the pool survey portions. A small percentage chose to respond to only one or the other.

Resident ratings for the current Evergreen park were generally good. Rated highest were natural shade, parking, and playground equipment. Rated lowest were water fountains, accessibility, structural shade, and seating.

We tested 24 potential park features. The 6 elements prioritized highest (in priority order) include: **Pickleball Courts, Trees and Shaded Structures, Passive Trails / Bike Paths, Traditional Playground Equipment, Concession / Pop Up Area** The 6 elements prioritized lowest (starting at the bottom) include: **Sports/Games Equipment Free Rentals, Social Shared Seating, Educational Equipment, Sensory Equipment, Quiet Cozy Spaces, and In-Ground Trampoline/Jump Zone.** The majority of respondents prioritized **Active Play** above other elements of play. Second most preferred was **Inter-Generational Play** at roughly one third.

Concerning the Pool, there is support for both a resort style pool and a traditional flat pool. There is slightly more support for a resort pool by those respondents with children under 18. Those without children tend to prefer the traditional pool more. Those who prefer the traditional pool are primarily concerned with having a place to swim laps and avoiding large crowds.

The three highest rated aquatic amenities were **Lap/competition lanes, Children's play structure/splash zones, and Heated therapy pool.** A facility which balances the needs of families with small children and teen/adult recreation by providing shallow play zones while maintaining a sufficient number of lap lanes should satisfy most residents. Also rated highly were the **Large activity pool and Water slides.**

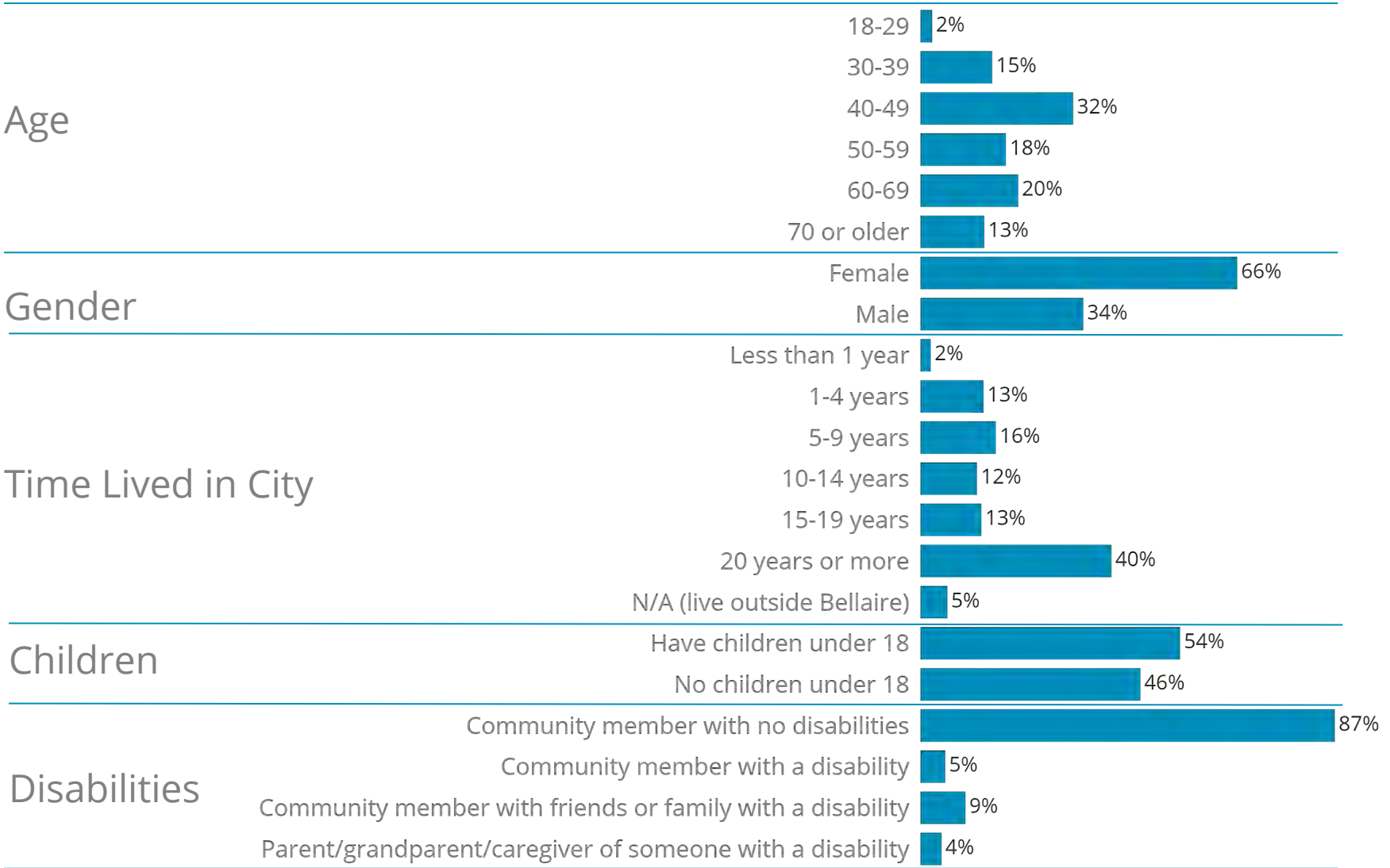
The most important facility amenity by a wide margin was **Shade/umbrellas** followed by **Lounge chairs and Snack bar/concession stand.**

Residents reported that if the pool were updated and/or made resident use only they would use it more often.

While there is support for both the park and pool projects, residents set the **pool renovations as their highest priority.**

# Demographics

# Evergreen ParkPOV




## Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Sample: 661**

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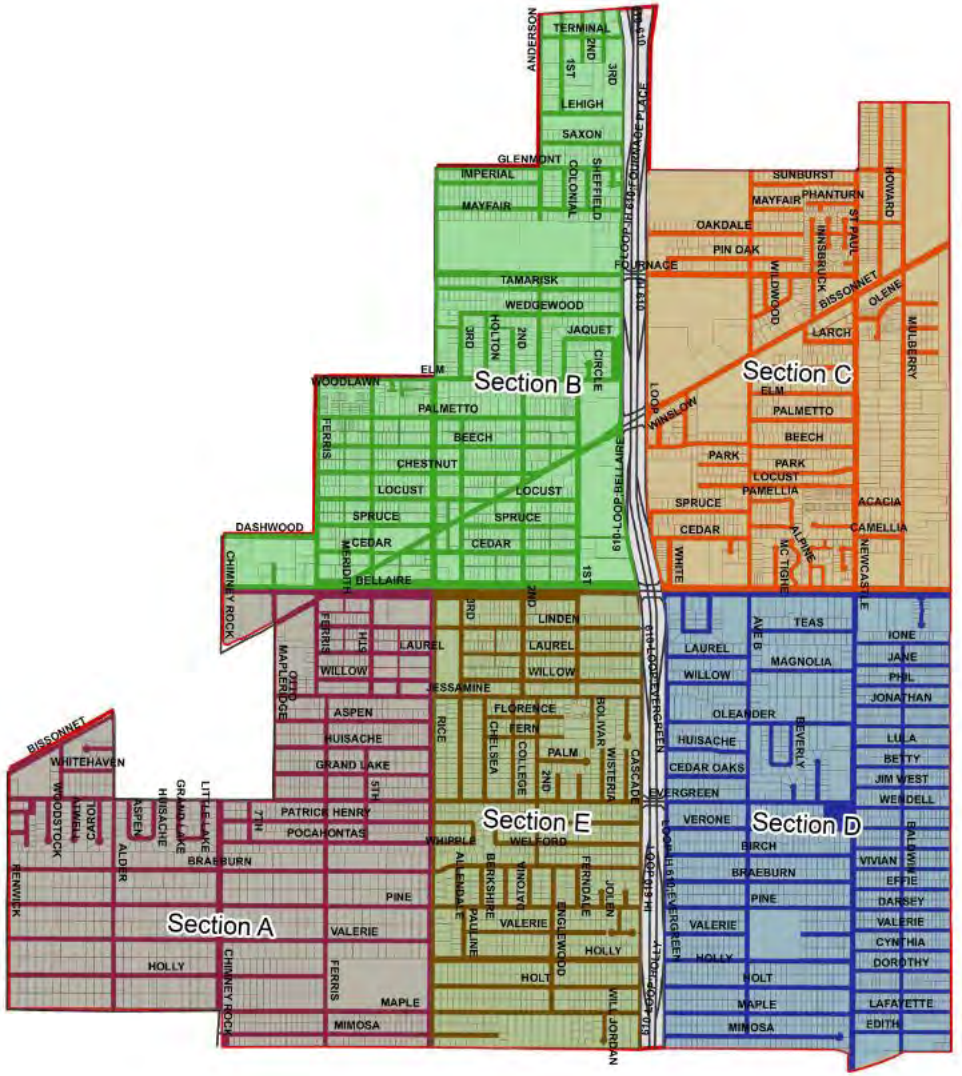
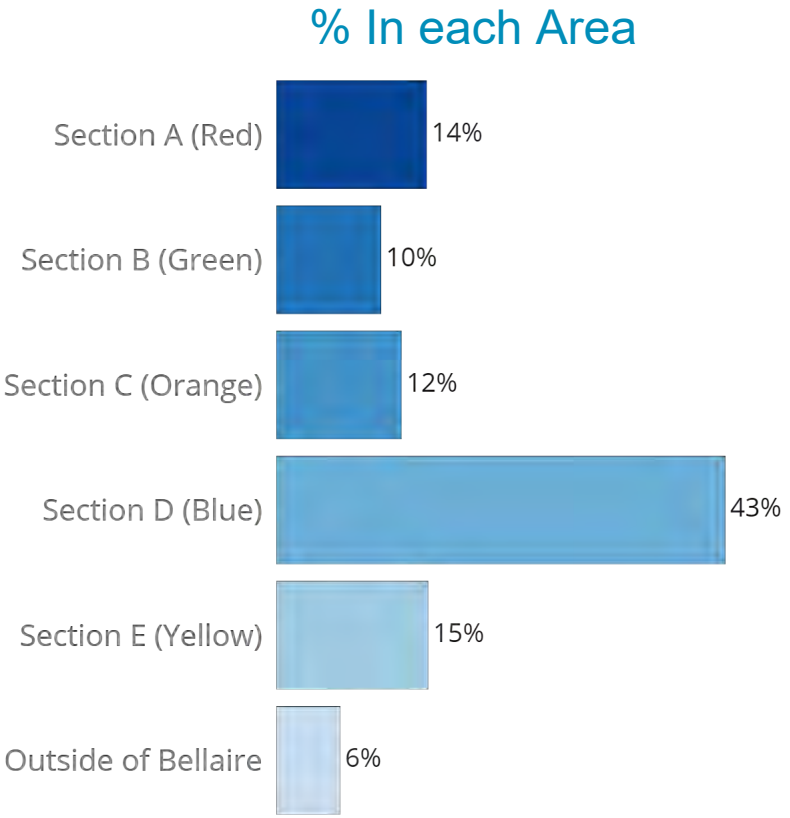
# Area of Participants

Evergreen ParkPOV




**Sample Size: 661**

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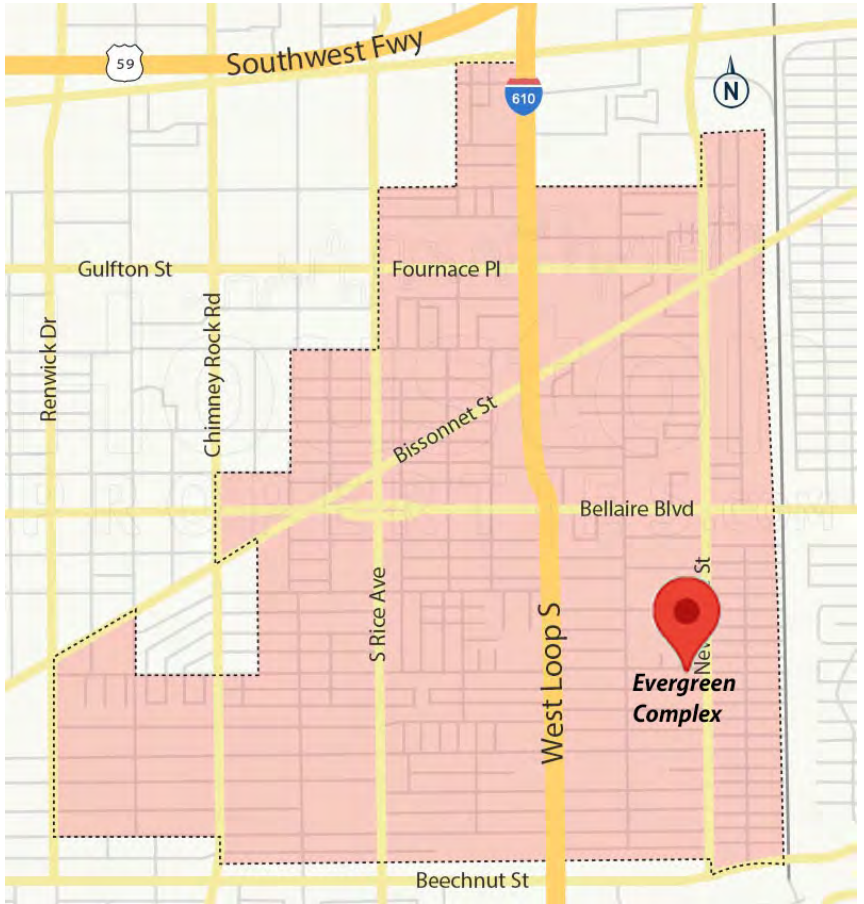
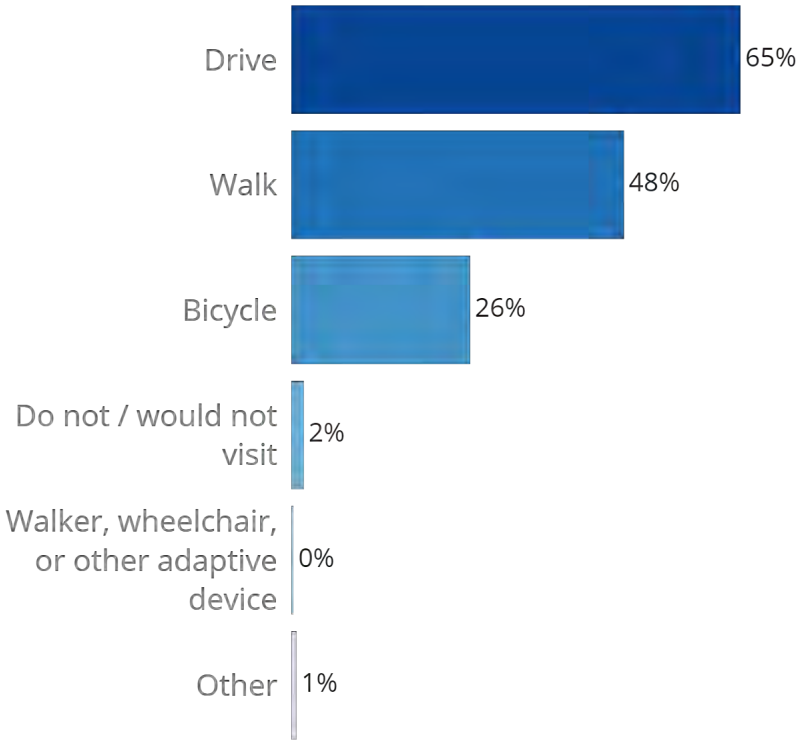
# Mode of Travel to Evergreen

## Evergreen ParkPOV




### Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Sample: 661**

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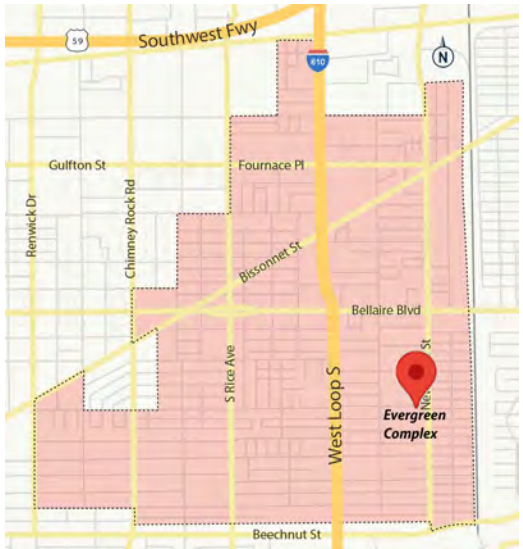
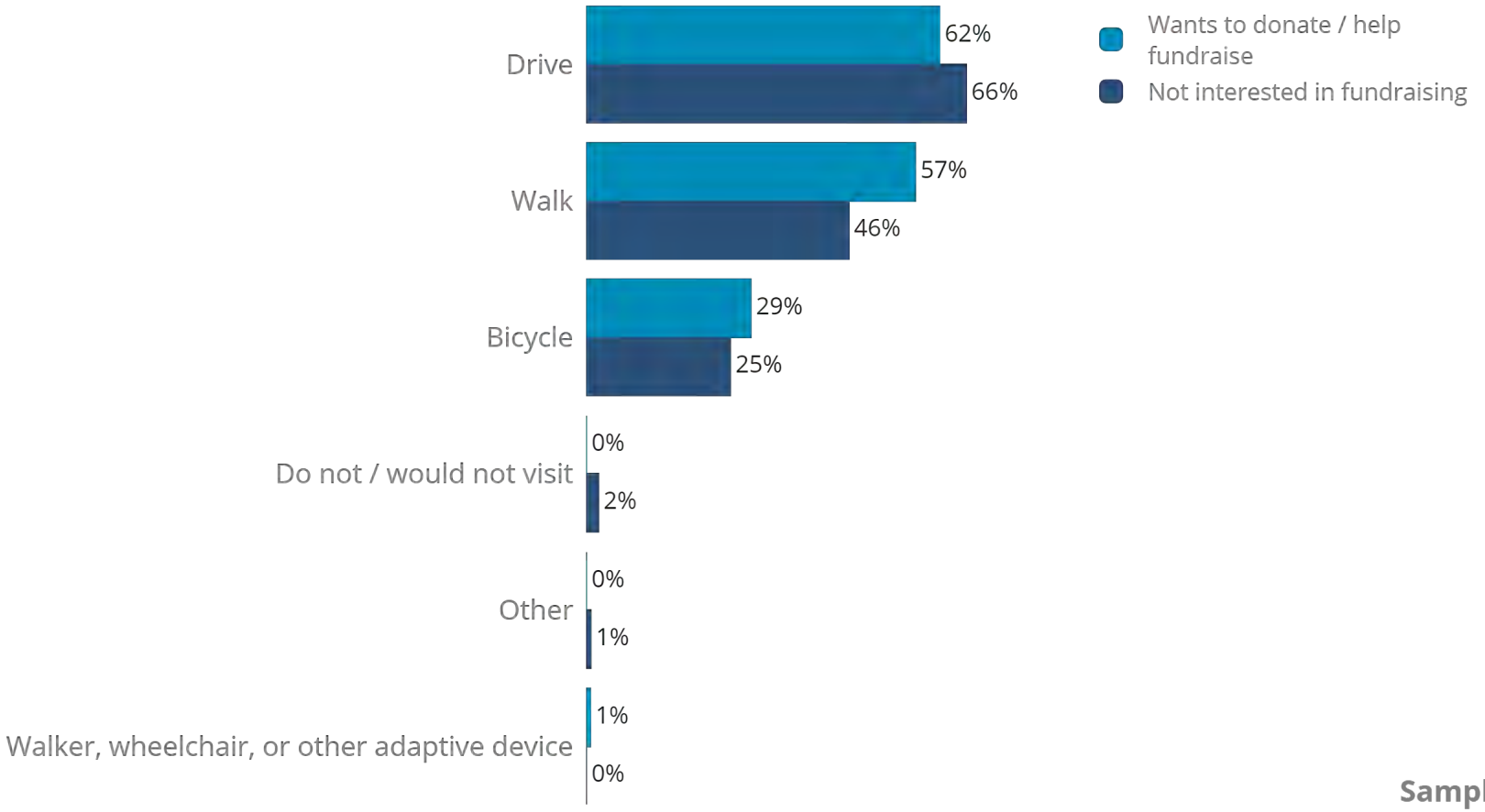
# Mode of Travel by Demos

## Evergreen ParkPOV

Select Demographic Variable

- Gender
- Age
- Time in City
- Children
- Area
- Disability Status




**Sample: 661**

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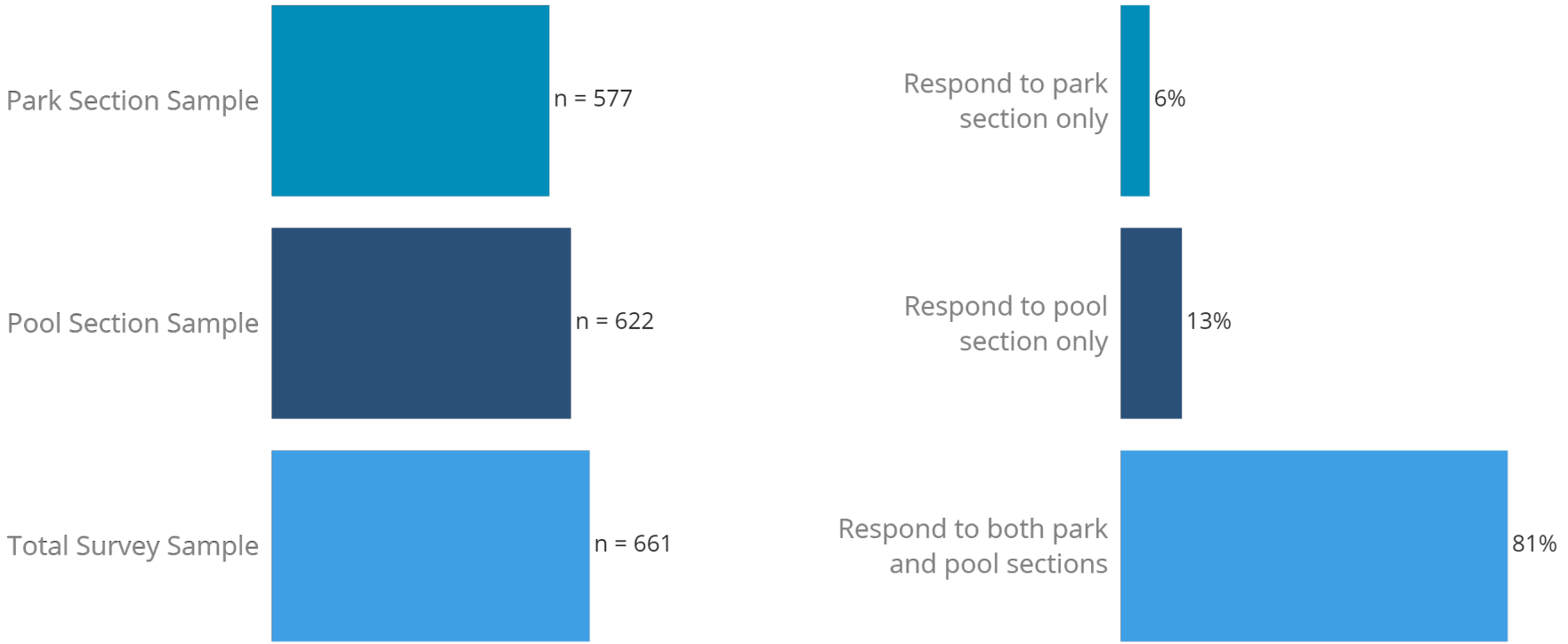
# Park and Pool Responses

# Evergreen ParkPOV

## Responding to which survey sections?




**Demo Filters**

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

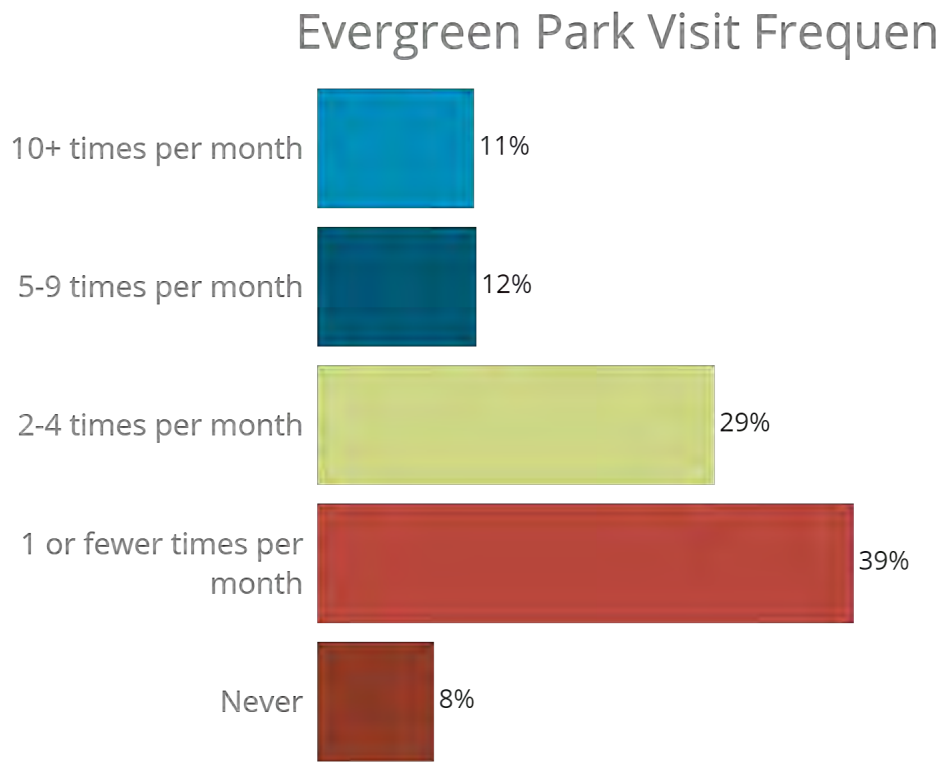
Fundraising Interest
(All)

**Sample: 661**

To be respectful of your time we are giving you the option of which parts of the survey you want to answer. You may select both the park and the pool or just one of them if you would like.

# Park Survey Section

# Evergreen ParkPOV




Avg visits per month:

3.9

**Demo Filters**

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

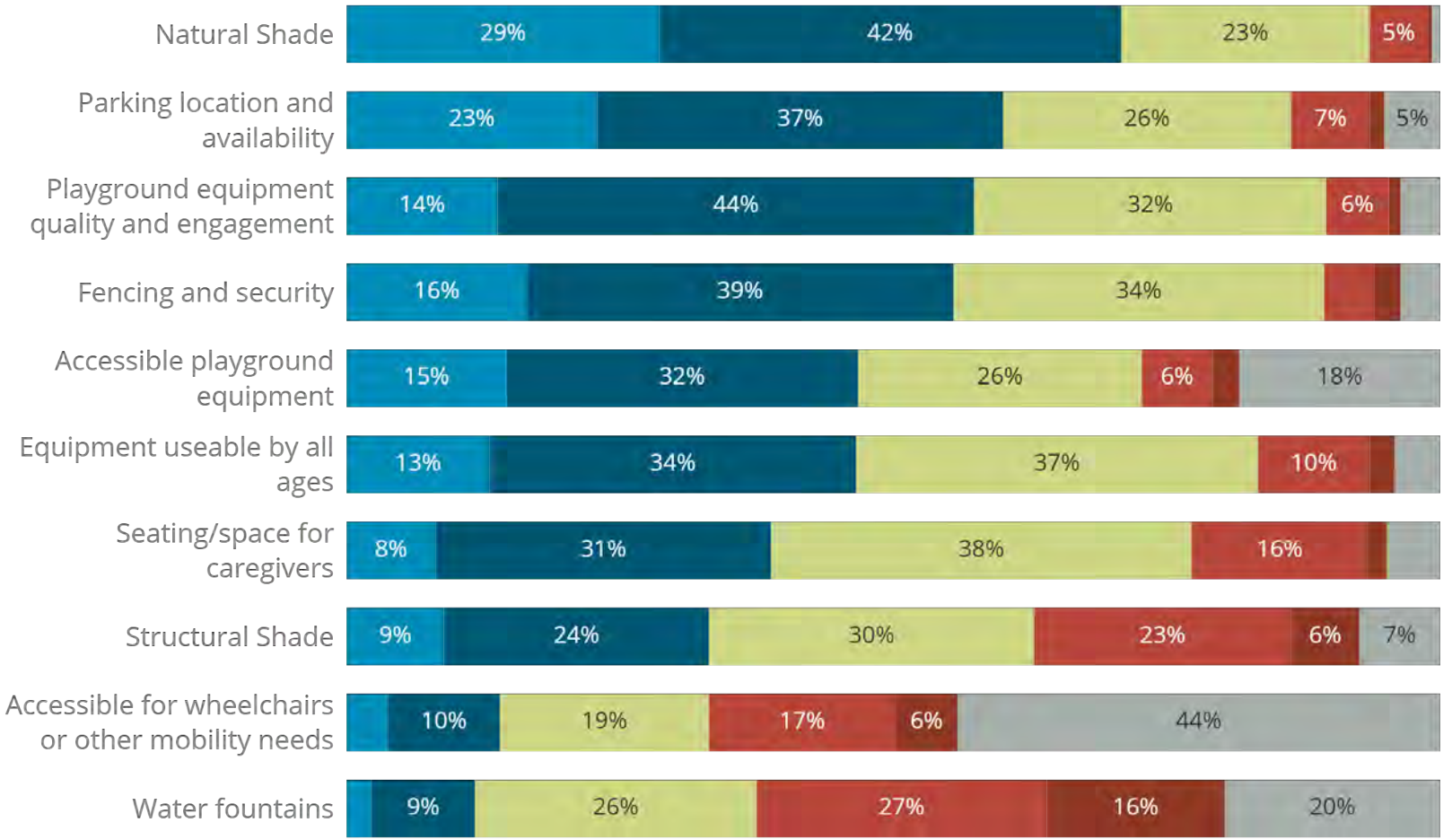
Fundraising Interest
(All)

**Sample: 577**

How often do you and/or those in your household visit Evergreen park?

# Park Current Amenity Ratings

# Evergreen ParkPOV




## Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Sample: 528**

Please rate the existing features and amenities at Evergreen Park.

*(Not rated by those who report not using the Evergreen park)*

# Prioritized Playground Features

# Evergreen ParkPOV

Age-Specific Zones


Educational Equipment

Electronic Interactive Equipment

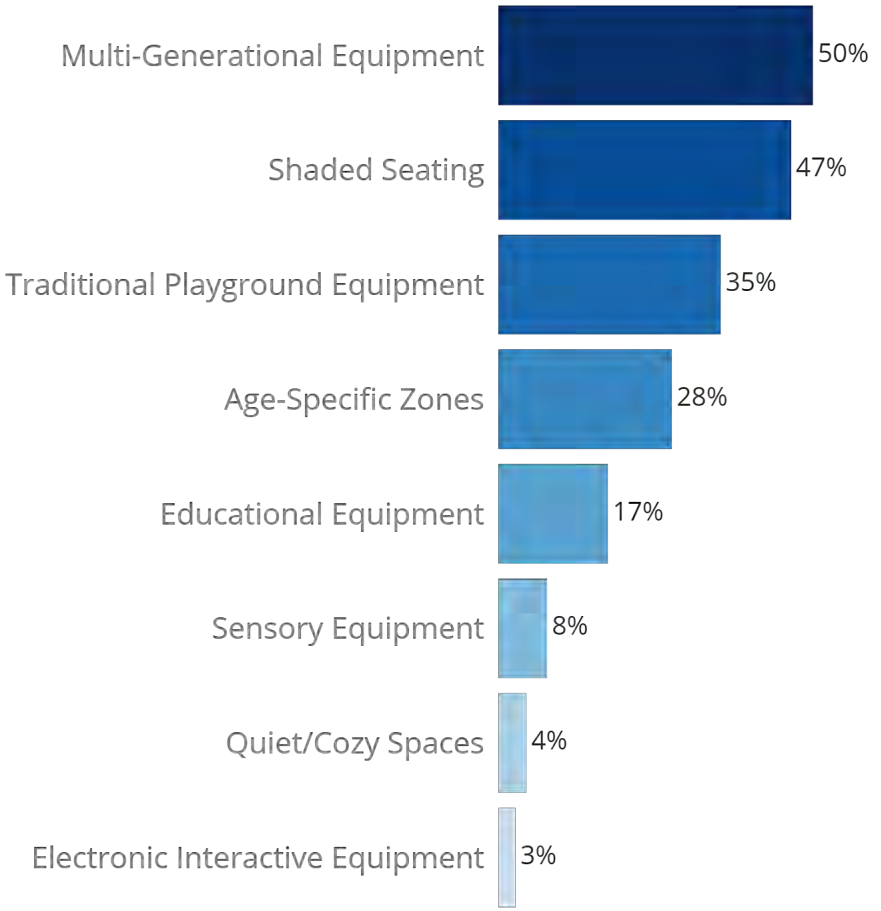
Multi-generational Equipment

Quiet/Cozy Spaces

Sensory Equipment

Shaded Seating

Traditional Playground Equipment




Which TWO of these potential playground features are most important to you? (Select up to 2)

## Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Sample: 577**

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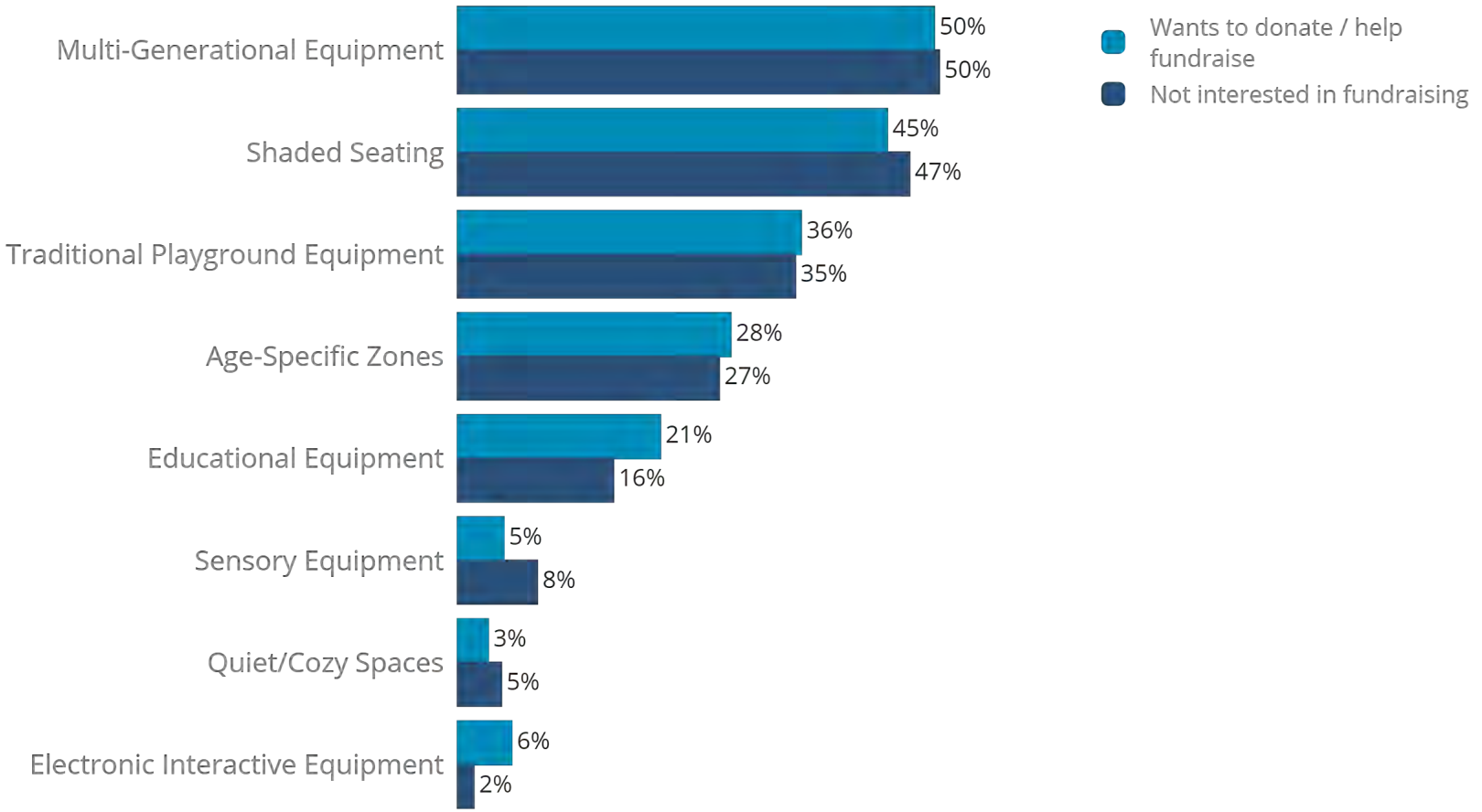
*Note: Click on the arrow next to "Prioritized Playground Elements" in the navigation pane on the left to compare demographics*

# Prioritized Playground Features - by demos

## Evergreen ParkPOV

Select Demographic Variable

- Gender
- Age
- Time in City
- Children
- Area
- Disability Status

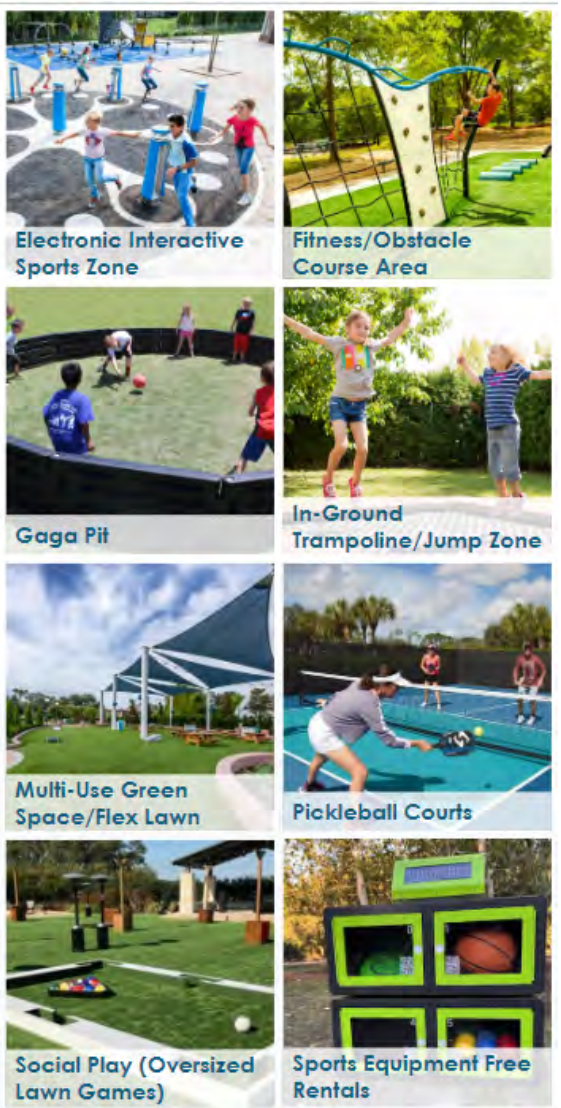


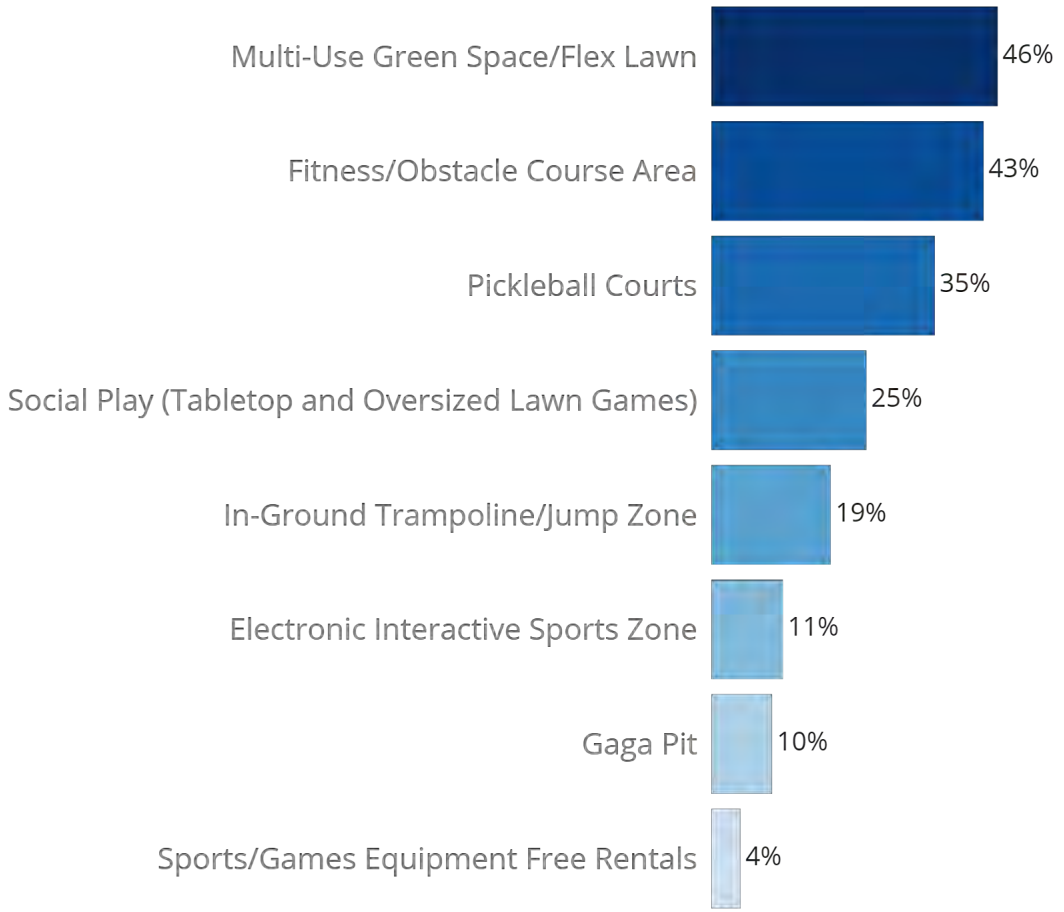

**Sample: 577**

Which TWO of these potential playground features are most important to you? (Select up to 2)

# Prioritized Sport Features

# Evergreen ParkPOV




Which TWO of these potential sport features are most important to you? (Select up to 2)

## Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Sample: 577**

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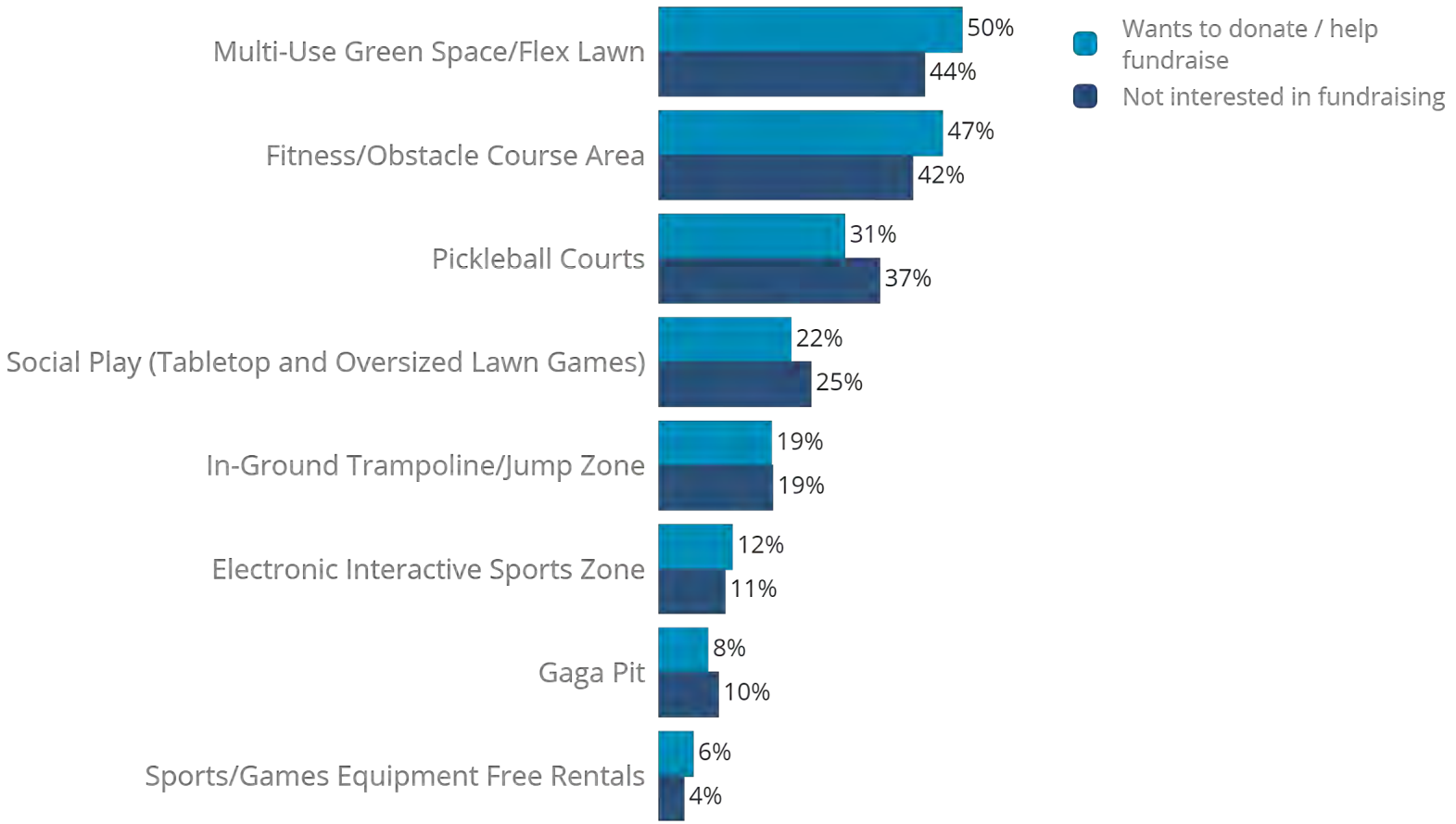
*Note: Click on the arrow next to "Prioritized Sport Elements" in the navigation pane on the left to compare demographics*

# Prioritized Sport Features - by demos

# Evergreen ParkPOV

Select Demographic Variable

- Gender
- Age
- Time in City
- Children
- Area
- Disability Status

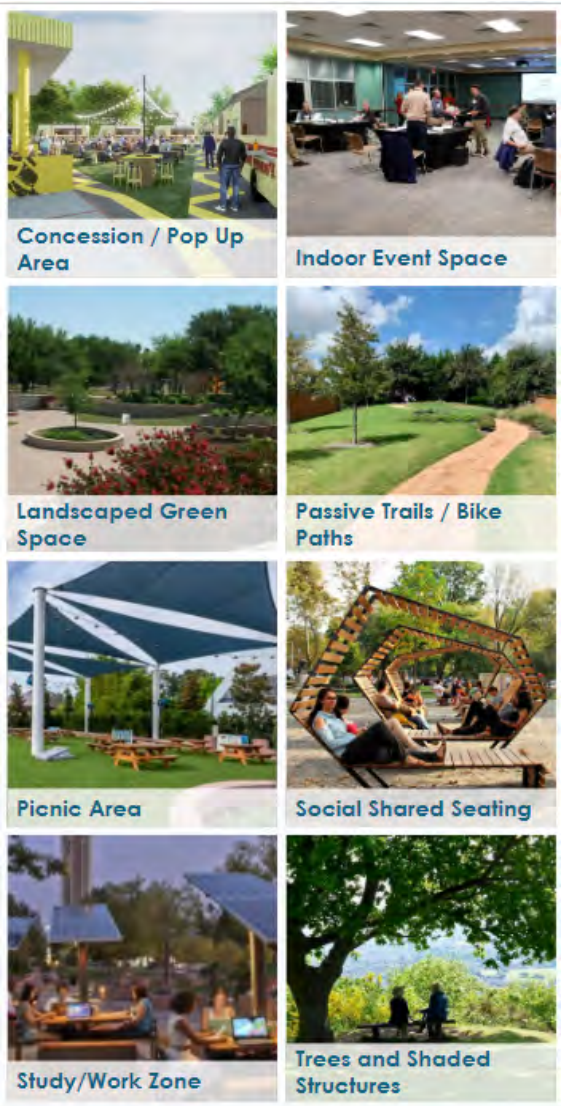


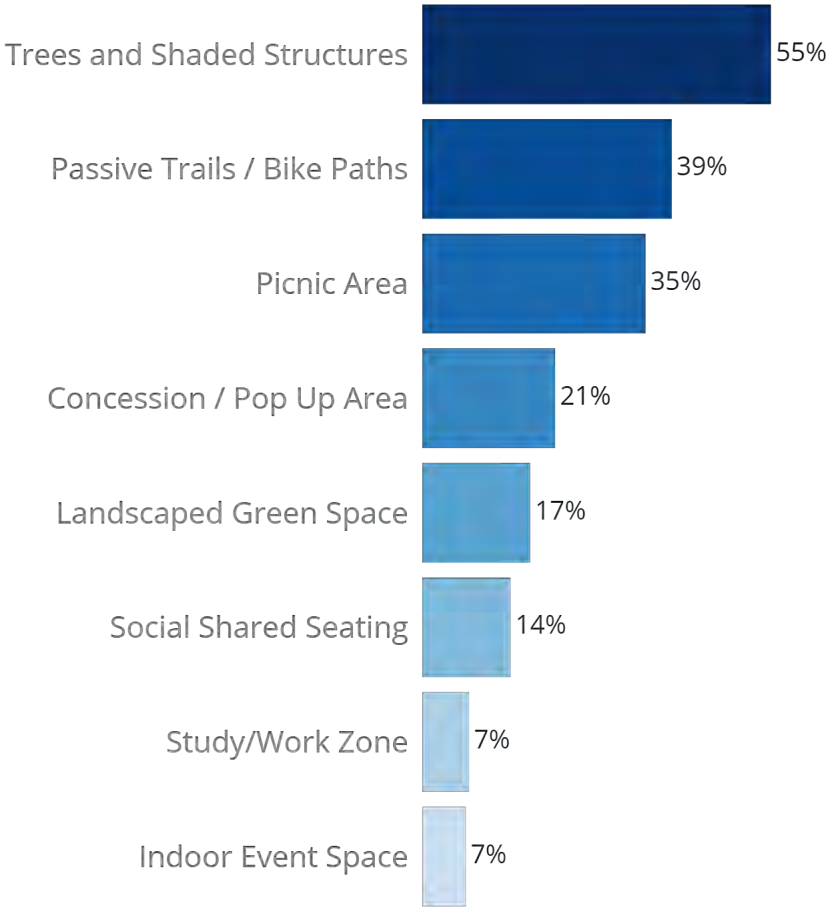

**Sample: 577**

Which TWO of these potential playground features are most important to you? (Select up to 2)

# Prioritized Community Features

# Evergreen ParkPOV




Which TWO of these potential community features are most important to you? (Select up to 2)

## Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Sample: 577**

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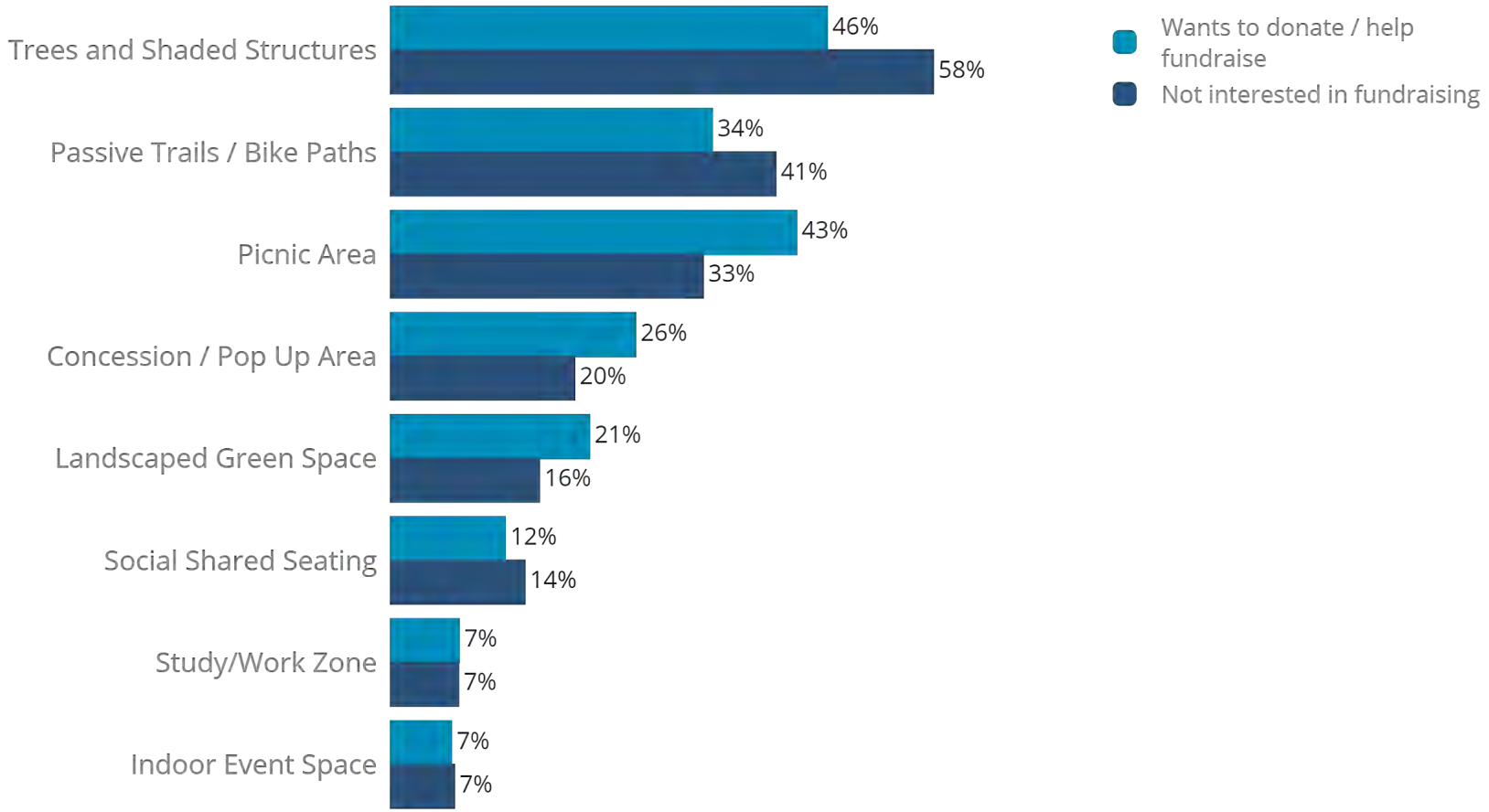
*Note: Click on the arrow next to "Prioritized Community Elements" in the navigation pane on the left to compare demographics*

# Prioritized Community Features - by demos

## Evergreen ParkPOV

Select Demographic Variable

- Gender
- Age
- Time in City
- Children
- Area
- Disability Status

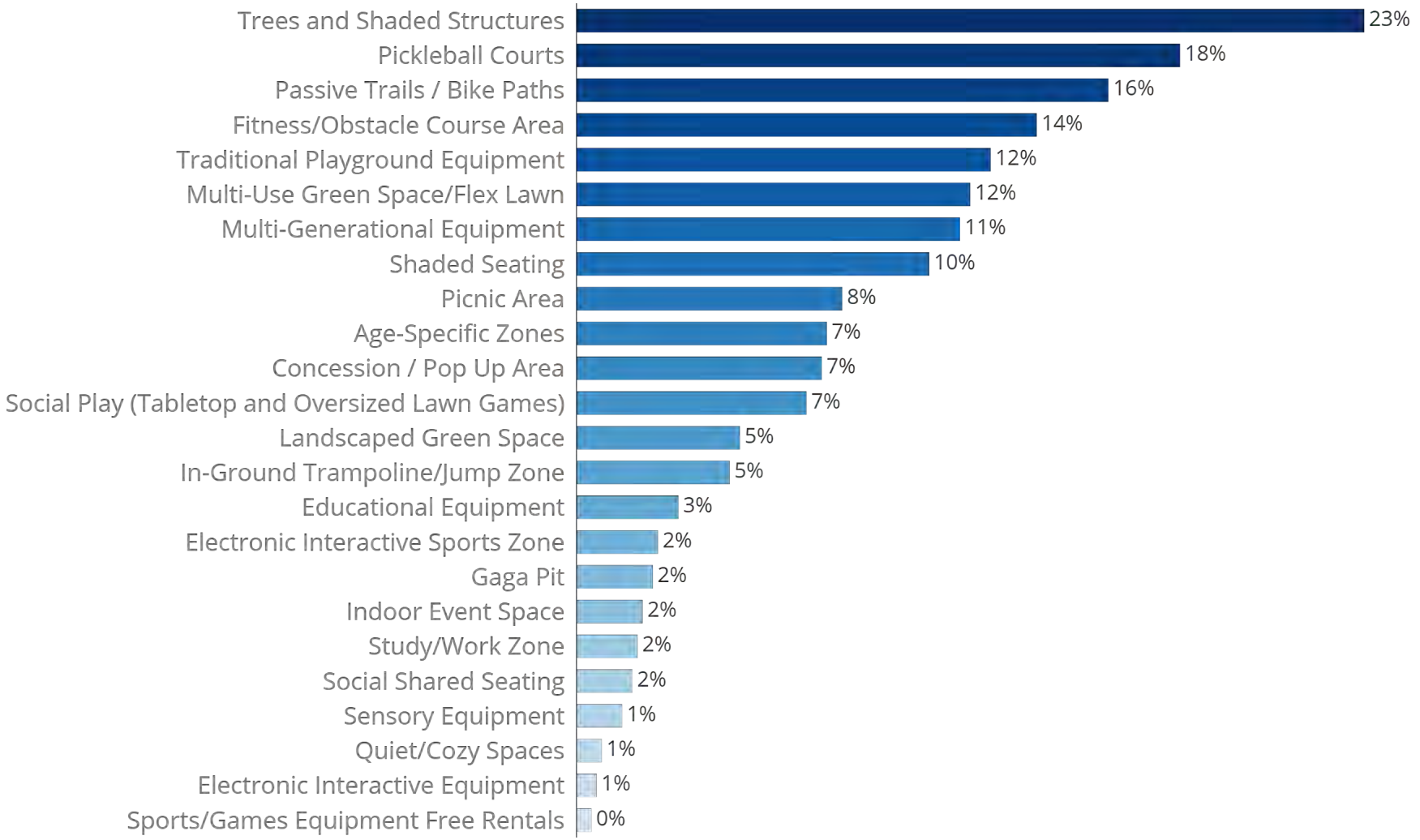



**Sample: 577**

Which TWO of these potential playground features are most important to you? (Select up to 2)

# Overall Park Feature Priority

## Evergreen ParkPOV




### Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Sample: 577**

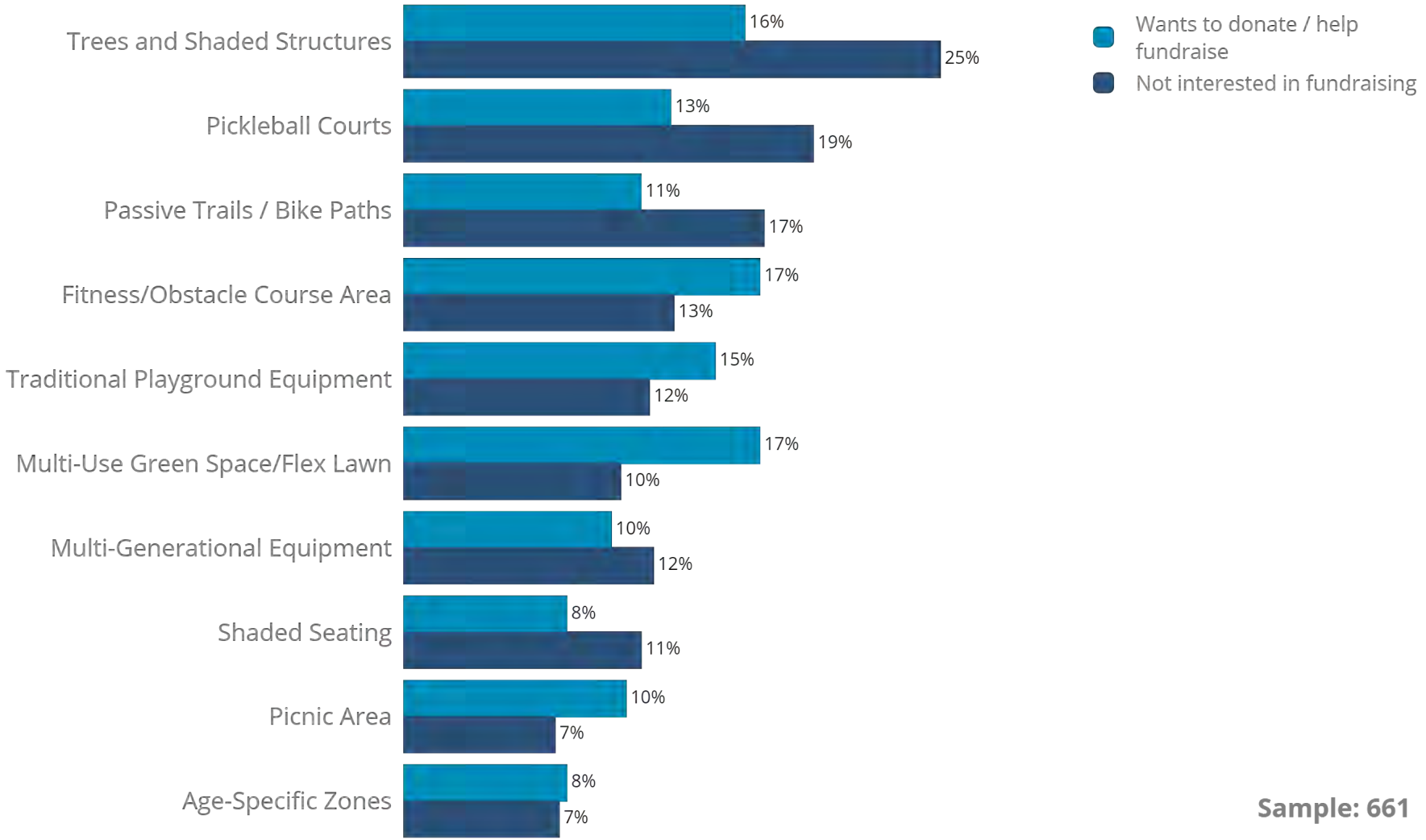
Of your selected park features, which TWO are most important to you?

# Overall Feature Priority (top ten) - by demographics

# Evergreen ParkPOV

Select Demographic Variable

- Gender
- Age
- Time in City
- Children
- Area
- Disability Status

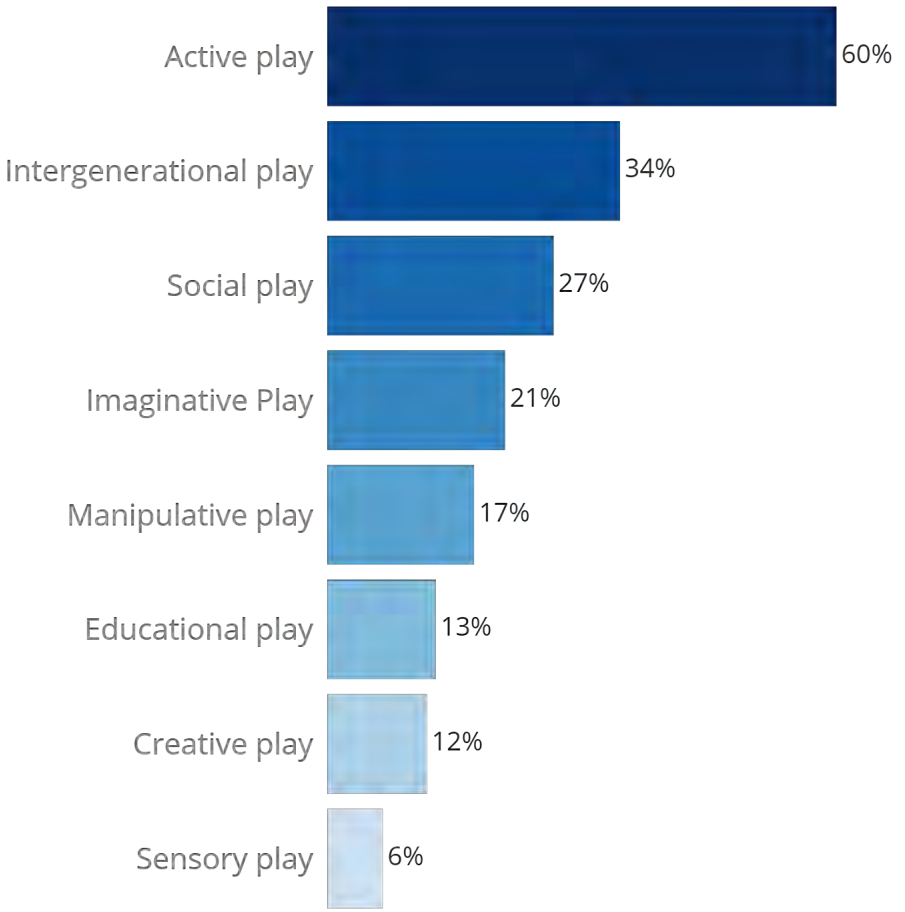



**Sample: 661**

Here are the items you selected as most important from the prior questions. Which 1 would you like the City to prioritize highest? Second?

# Prioritized Elements of Play

# Evergreen ParkPOV




What kinds of experiences or activities would you like to see prioritized in the park design? (Select up to two)

## Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Sample: 577**

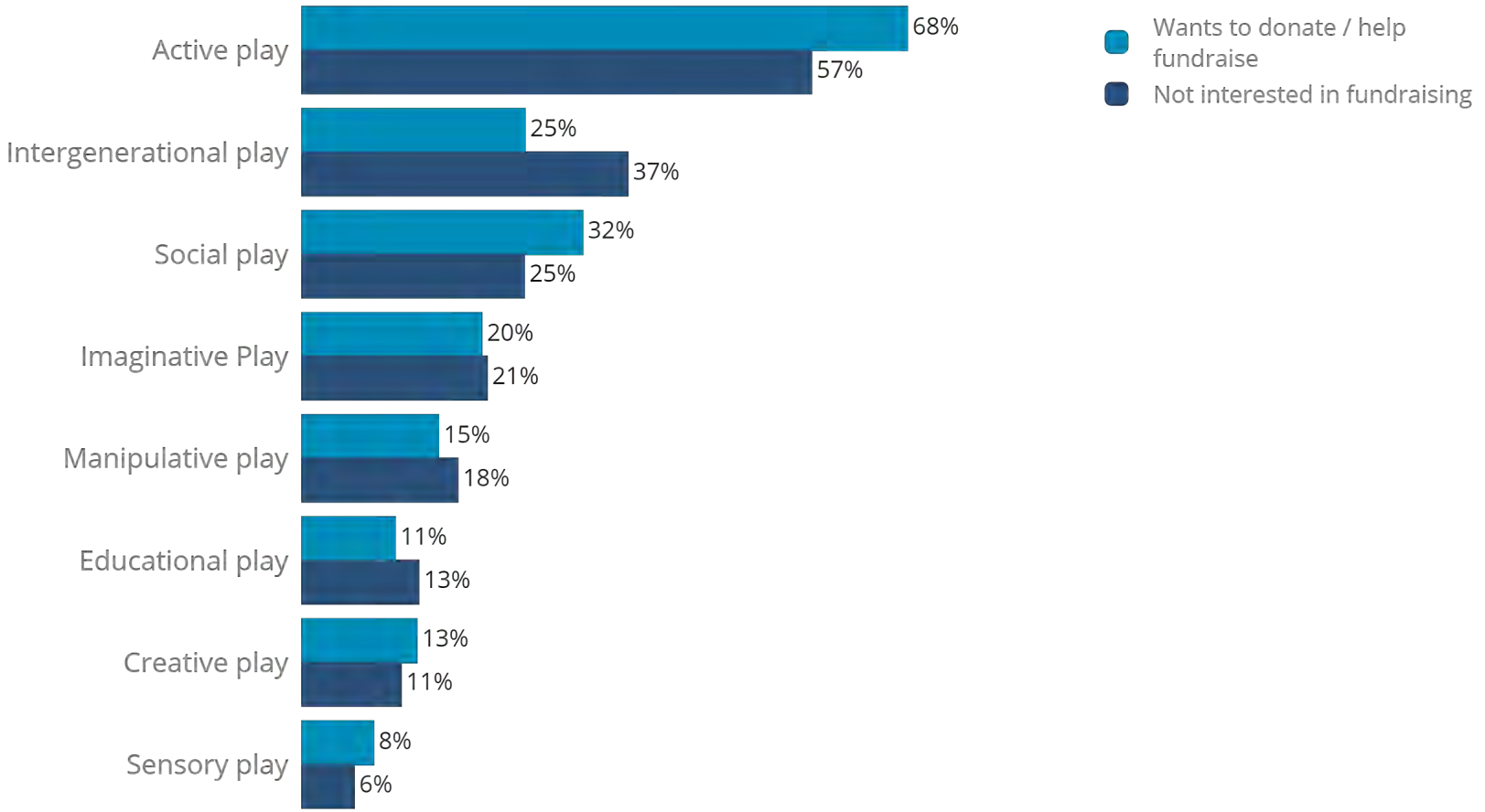
*Note: Click on the arrow next to "Prioritized Elements of Play" in the navigation pane to compare demographics*

# Prioritized Elements of Play - by demos

## Evergreen ParkPOV

Select Demographic Variable

- Gender
- Age
- Time in City
- Children
- Area
- Disability Status



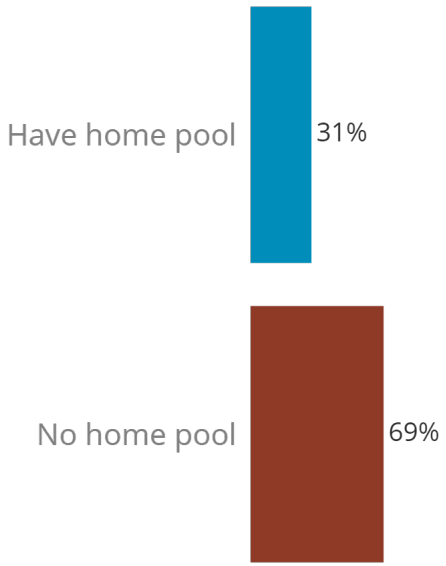

**Sample: 661**

What kinds of experiences or activities would you like to see prioritized in the park design? (Select up to two)

# Pool Survey Section

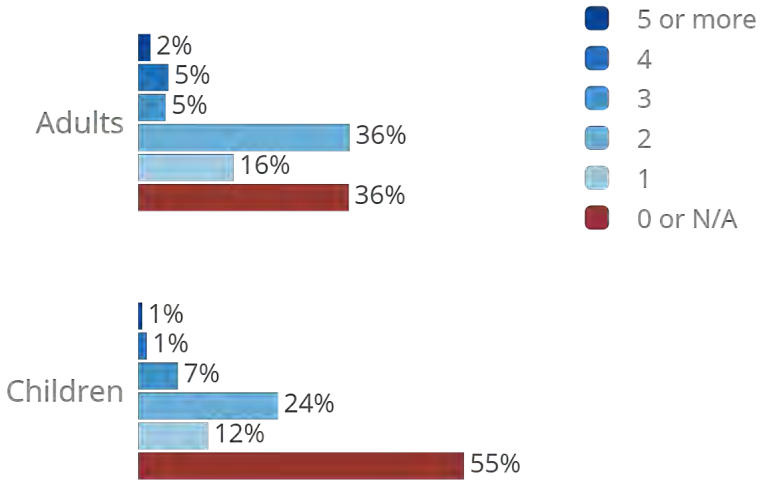
# Evergreen ParkPOV

## Home Pool Access

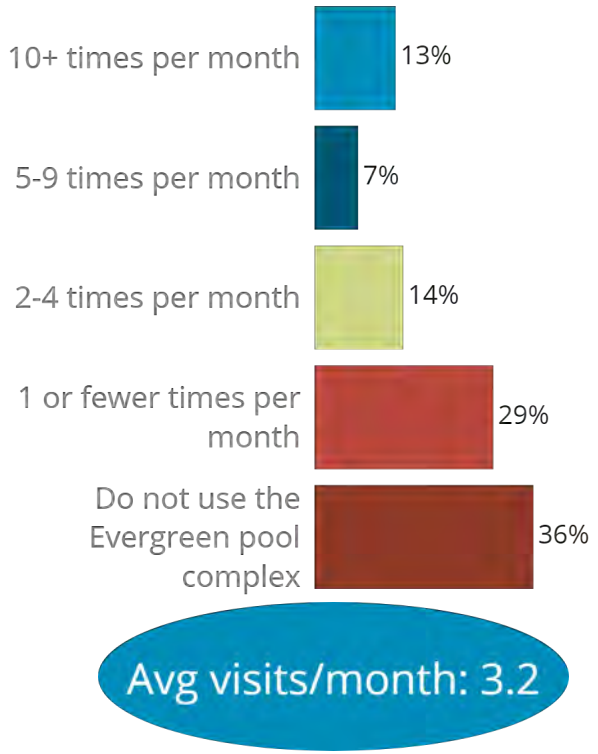



## Evergreen Pool

### # users per household




## Current Pool Freq.




## Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Sample: 622**

Do you have access to a private pool at your home or housing complex?

How many adults and children in your household currently use the Evergreen pool complex?

How frequently do you and/or members of your household use the current Evergreen pool complex?

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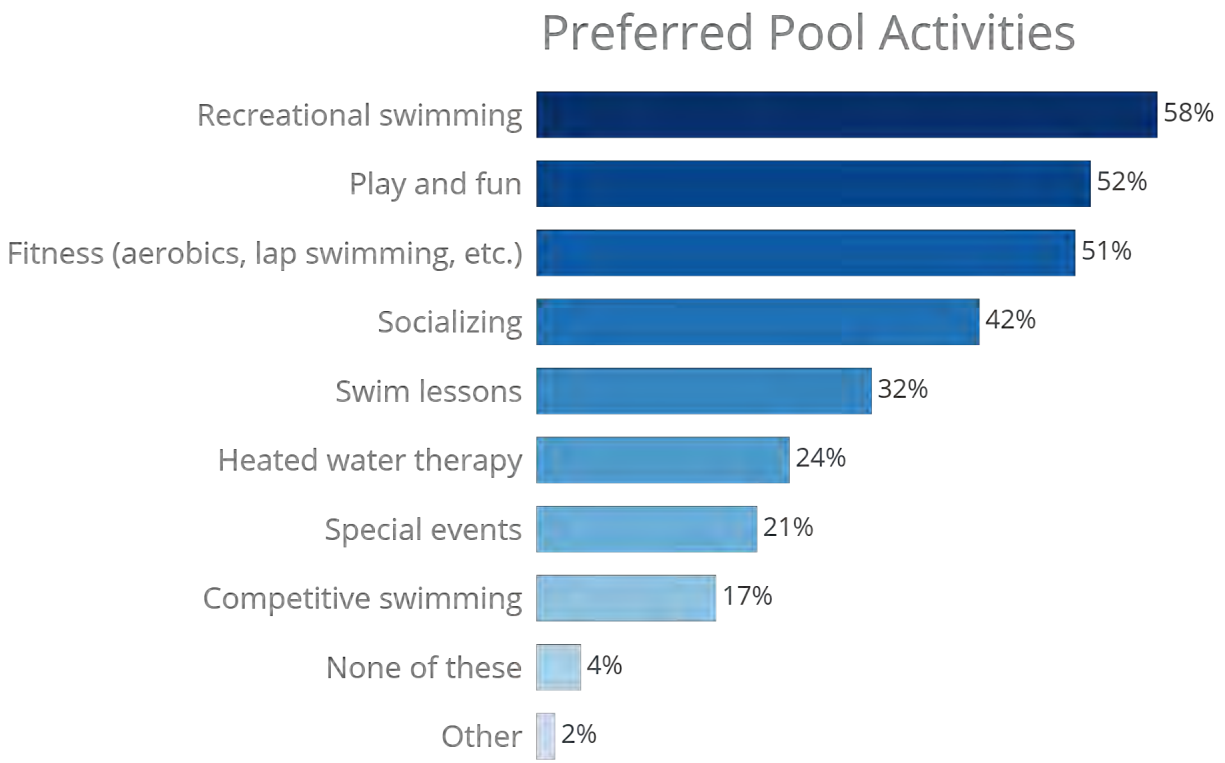
# Preferred Pool Activities

# Evergreen ParkPOV




**Demo Filters**

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

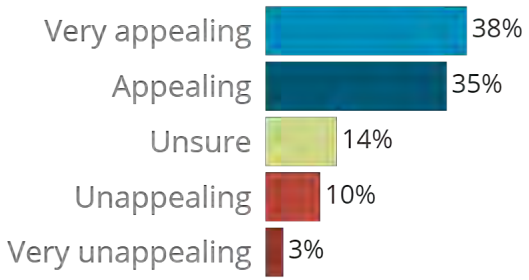
**Sample: 622**

What activities do you like to use public pools for? (Select all that apply)

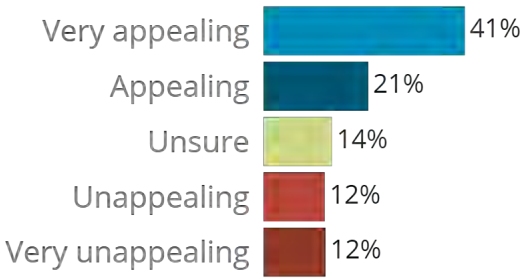
# Traditional vs Resort Style Pool

# Evergreen ParkPOV

## Traditional Pool Appeal




## Resort Pool Appeal




### Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Sample: 622**

How appealing would a Traditional Outdoor Lap and Activity Pool be to your household?

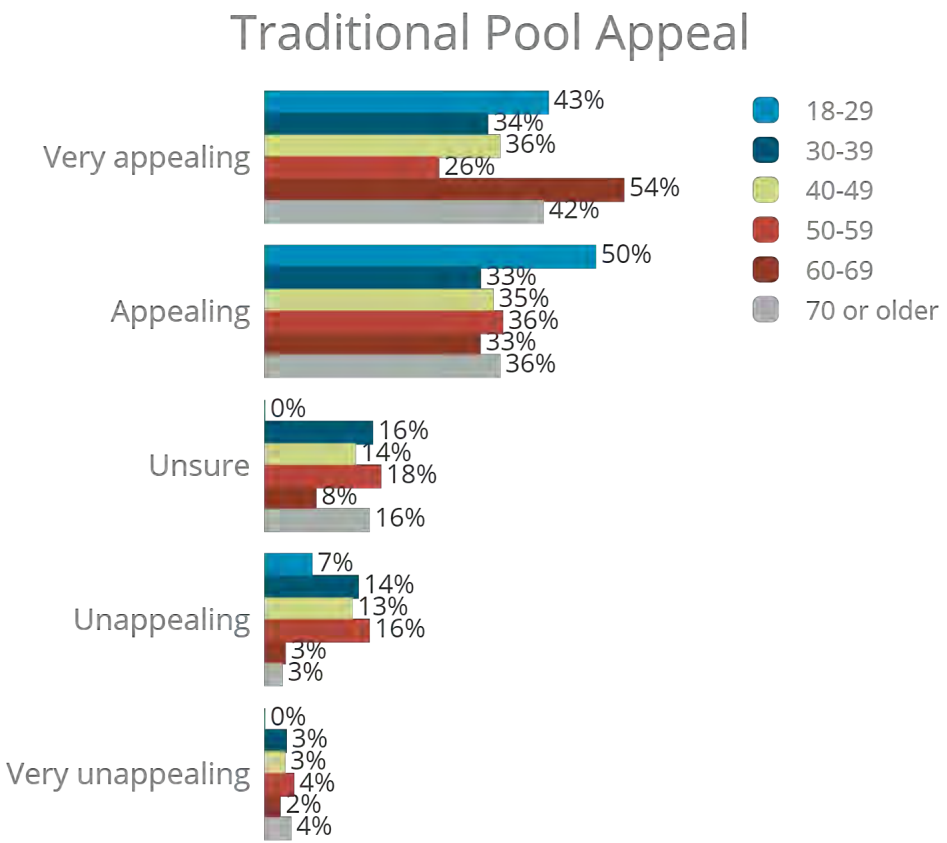
How appealing would a Resort Style Outdoor Aquatic Center be to your household?

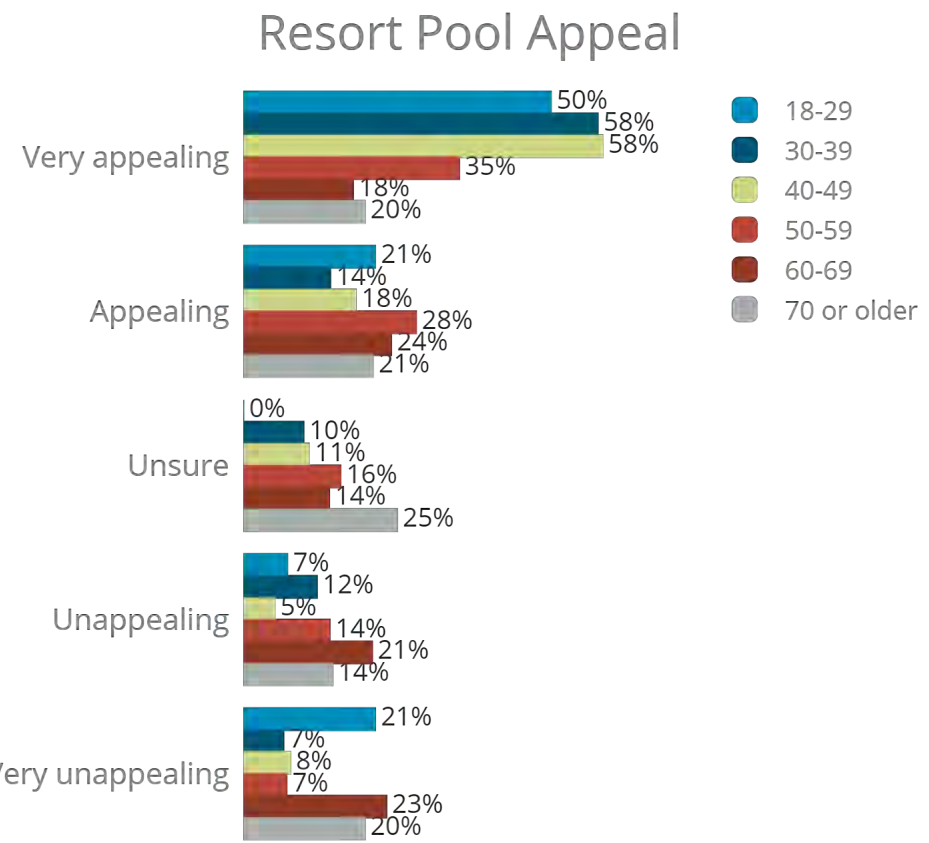
# Traditional vs Resort Style Pool by demos

Evergreen ParkPOV

Select Demographic Variable

- Home Pool Access
- Gender
- Children
- **Age**
- Time in City
- Area
- Disability Status



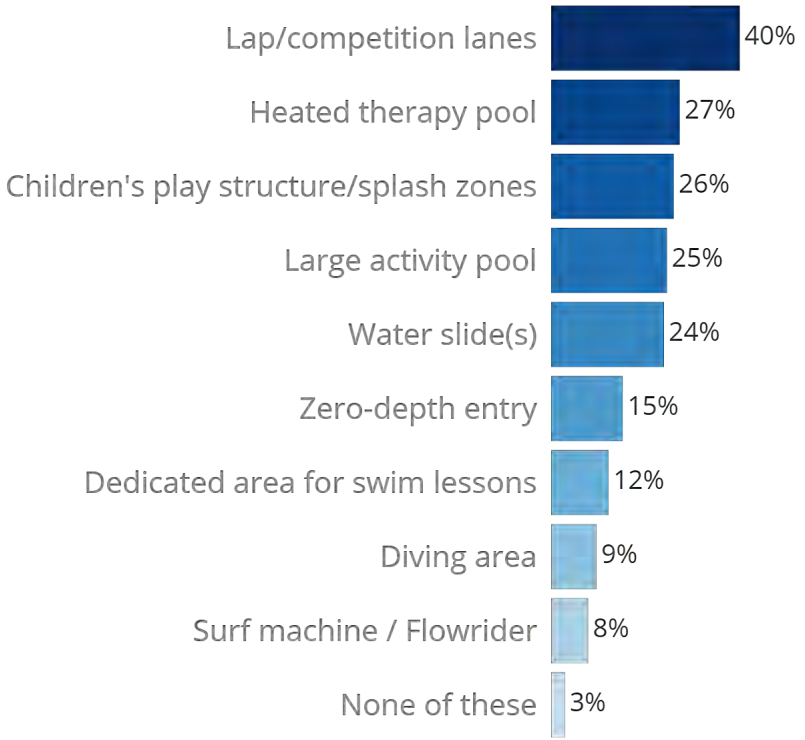

**Sample: 622**

How appealing would a Traditional Outdoor Lap and Activity Pool be to your household?
How appealing would a Resort Style Outdoor Aquatic Center be to your household?

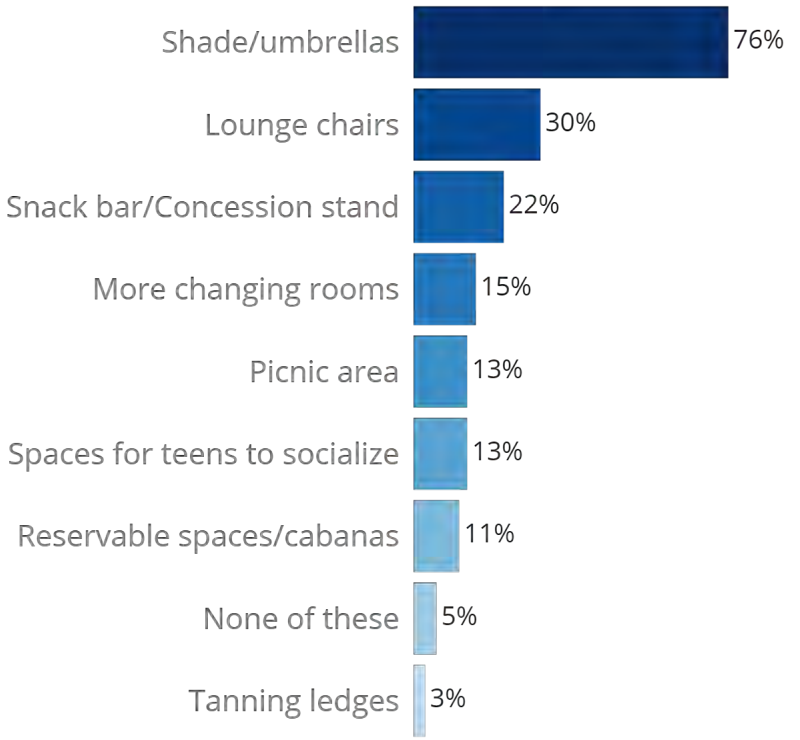
# Prioritized Amenities

# Evergreen ParkPOV

## Aquatic Amenities




## Facility Amenities




### Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Sample: 622**

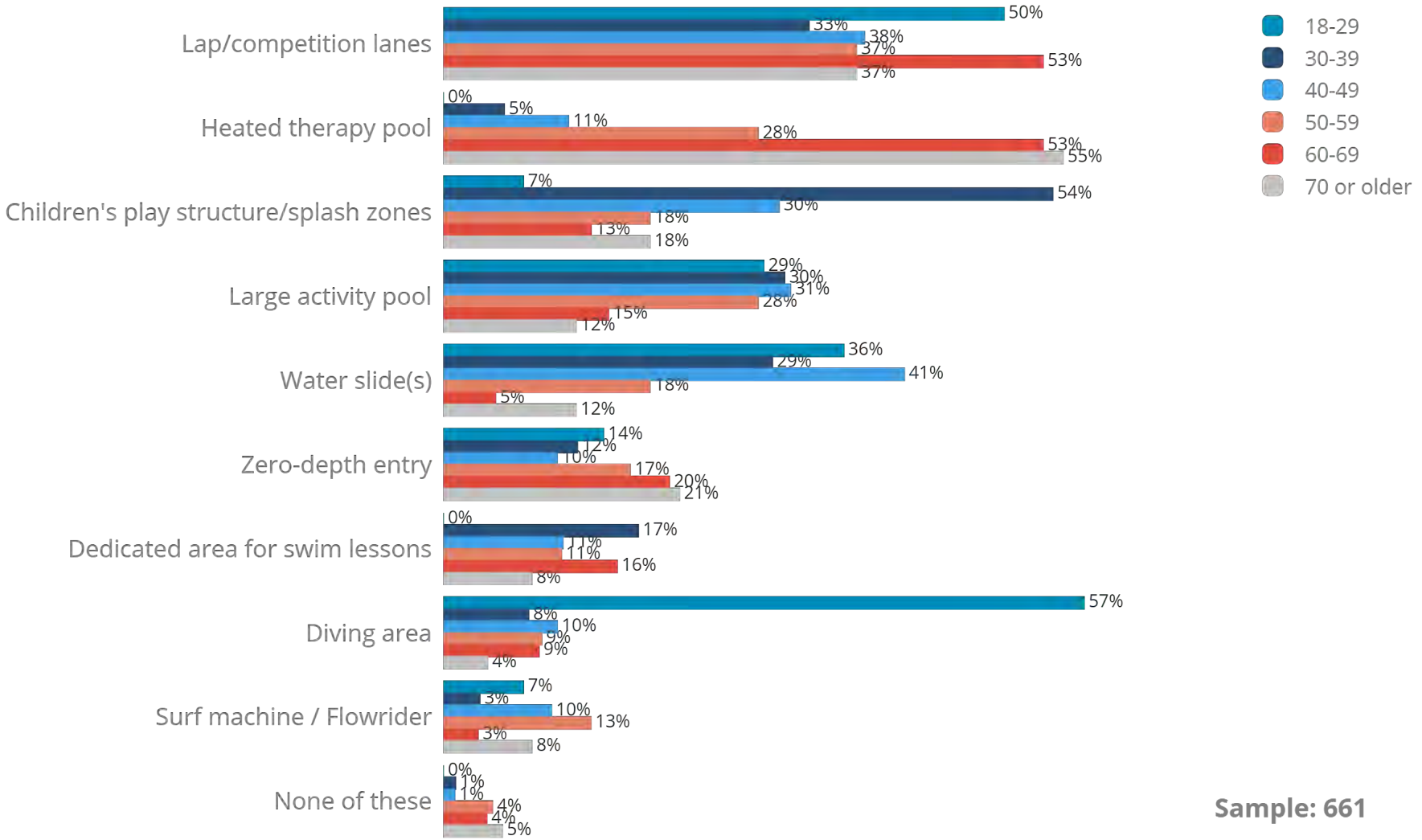
Which TWO of the following aquatic amenities are most important to you? (Select up to 2)

Which TWO of the following facility amenities are most important to you? (Select up to 2)

# Aquatic Amenities Priority - by demographics Evergreen ParkPOV

Select Demographic Variable

- Home Pool Access
- Gender
- Children
- **Age**
- Time in City
- Area
- Disability Status




**Sample: 661**

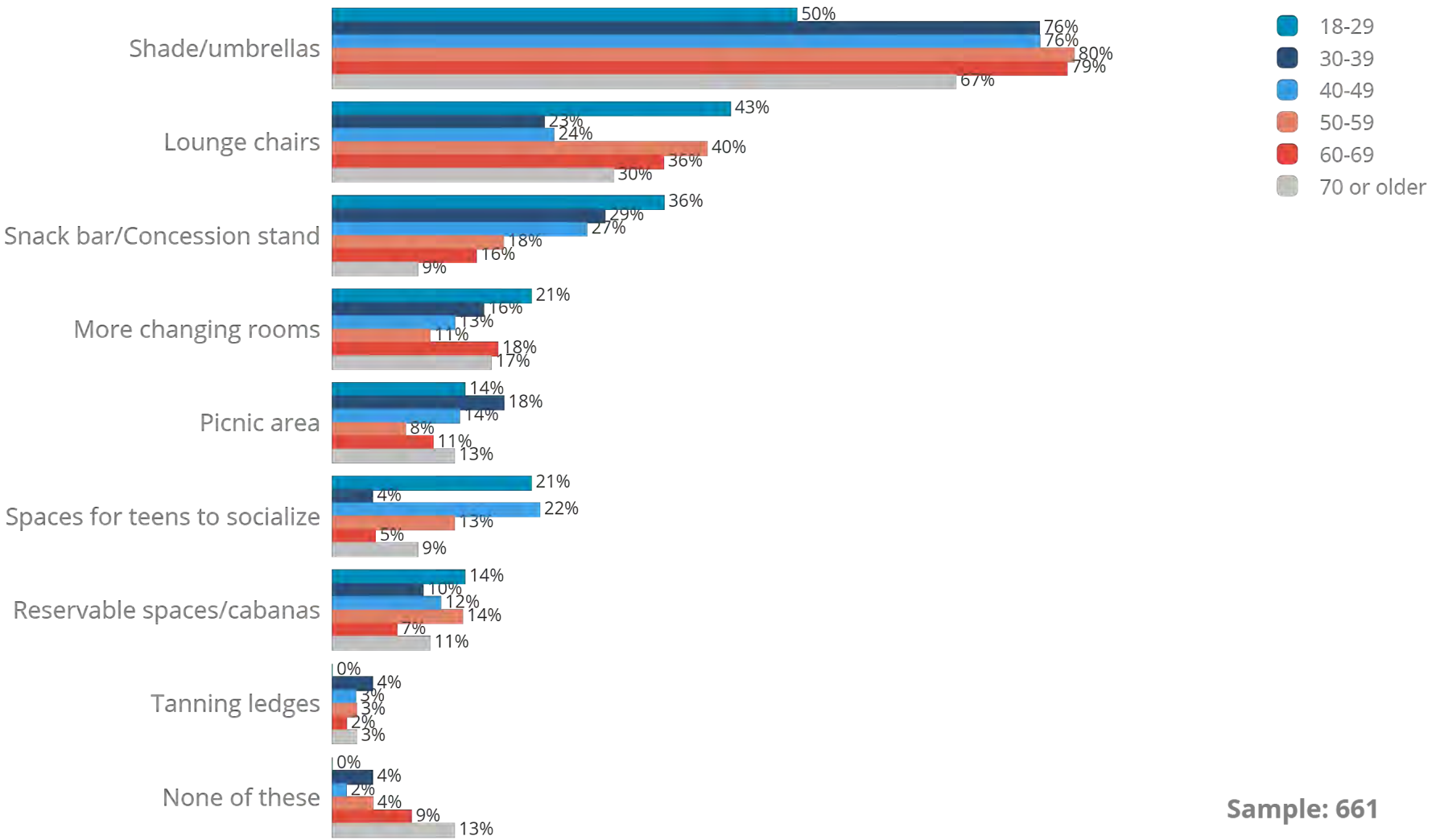
Which TWO of the following aquatic amenities are most important to you? (Select up to 2)

# Facility Amenities Priority - by demographics

## Evergreen ParkPOV

Select Demographic Variable

- Home Pool Access
- Gender
- Children
- **Age**
- Time in City
- Area
- Disability Status



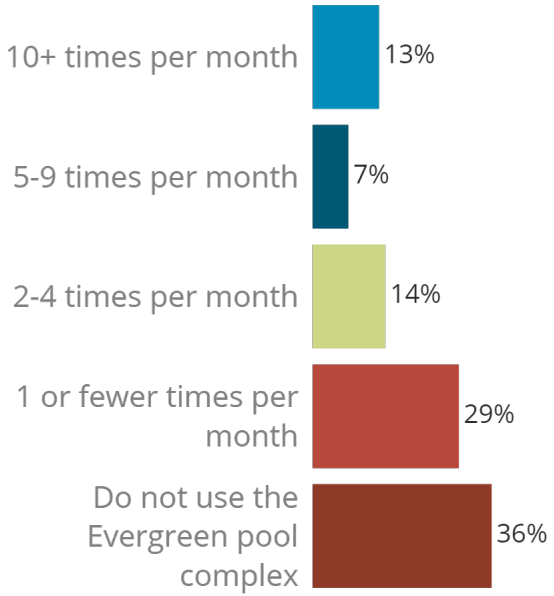

**Sample: 661**

Which TWO of the following facility amenities are most important to you? (Select up to 2)

# Use Freq. After Updates

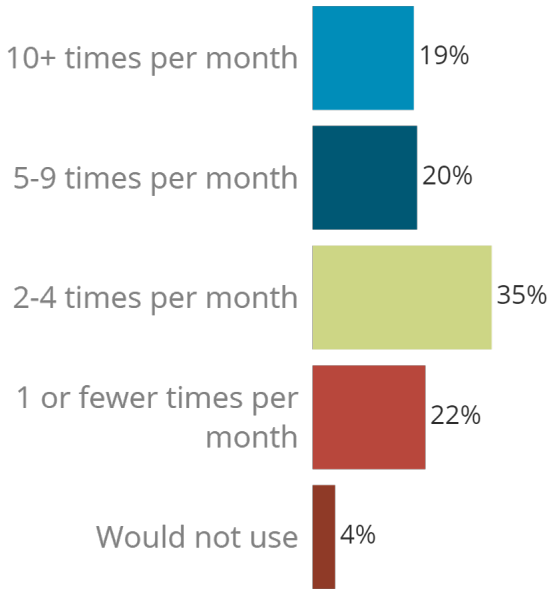
# Evergreen ParkPOV

## Current Pool Freq.



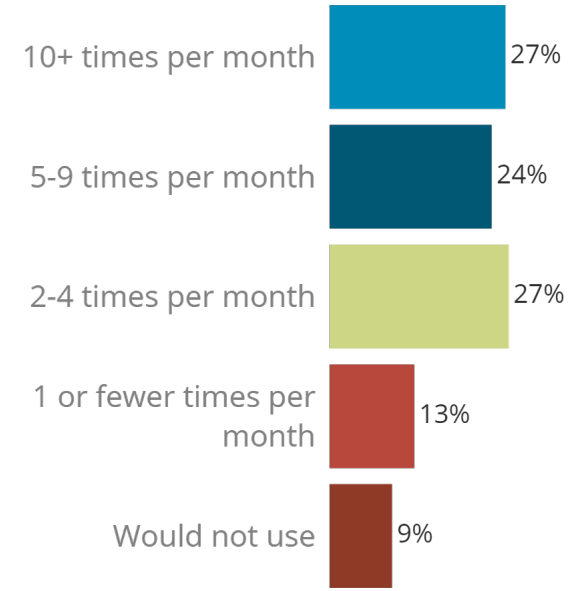

Avg visits/month: 3.2

## Updated Pool Freq.




Avg visits/month: 5.7

## Resident Only Pool Freq.




Avg visits/month: 6.7

### Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Sample: 622**

If the Evergreen pool complex was **updated and improved based on resident feedback**, how frequently would you and/or members of your household likely use it?

If an improved Evergreen pool complex were changed to be for **Bellaire resident use only**, how frequently would you and/or members of your household likely use them?

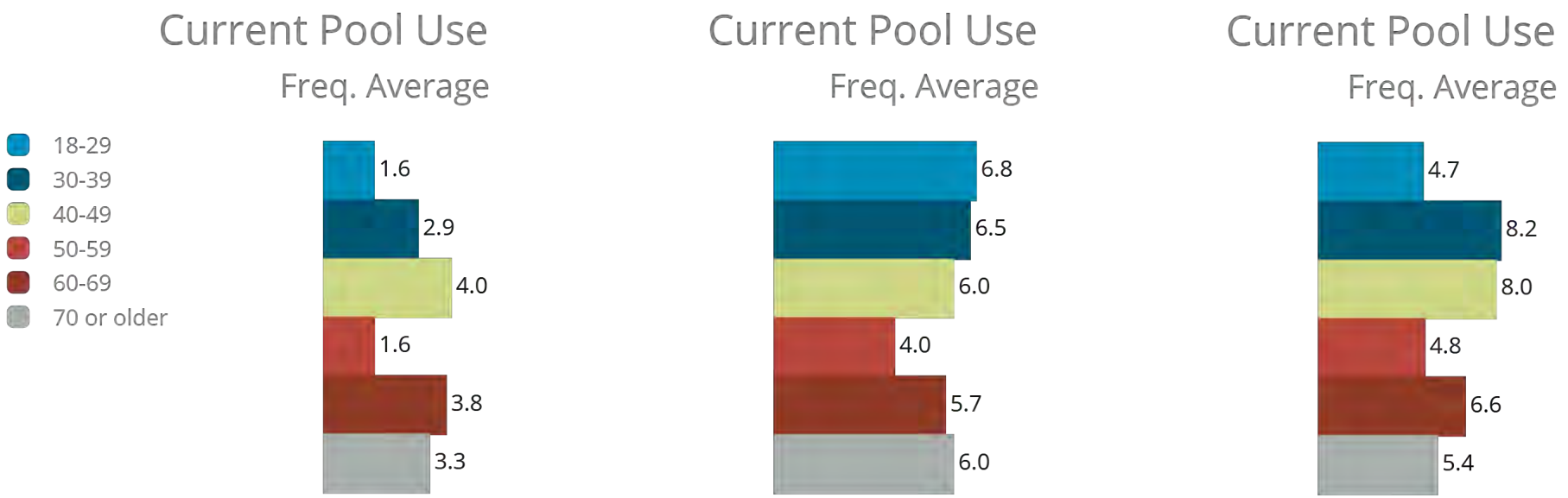
onpointe INSIGHTS

# Avg. Pool Use Frequency by demos

## Evergreen ParkPOV

Select Demographic Variable

- Home Pool Access
- Gender
- Children
- **Age**
- Time in City
- Area
- Disability Status




**Sample: 622**

If the Evergreen pool complex was **updated and improved based on resident feedback**, how frequently would you and/or members of your household likely use it?

If an improved Evergreen pool complex were changed to be for **Bellaire resident use only**, how frequently would you and/or members of your household likely use them?

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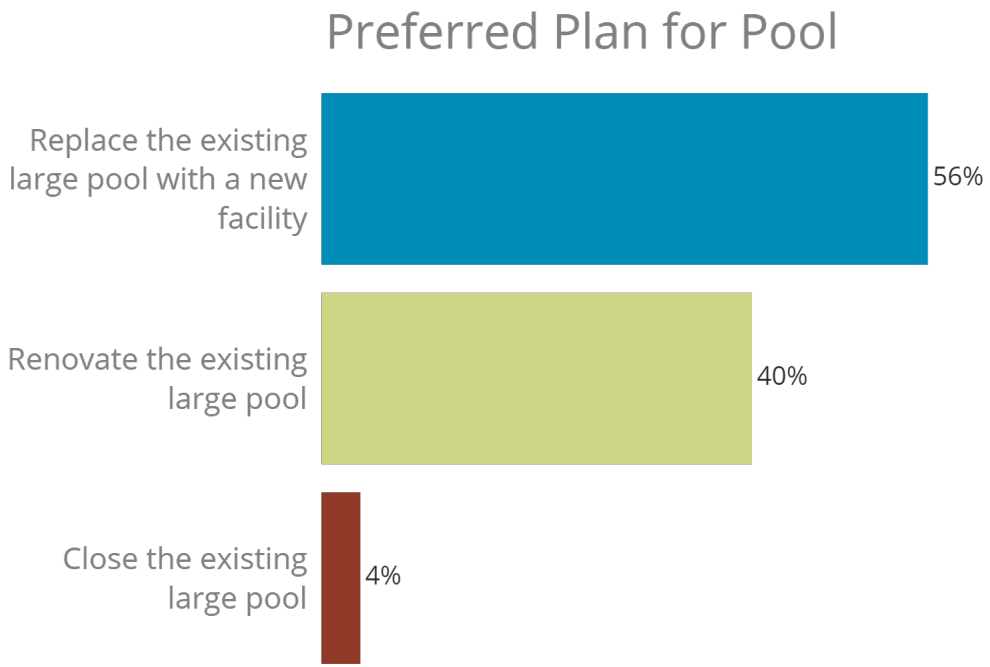
# Preferred Plan for Evergreen Pool






## Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

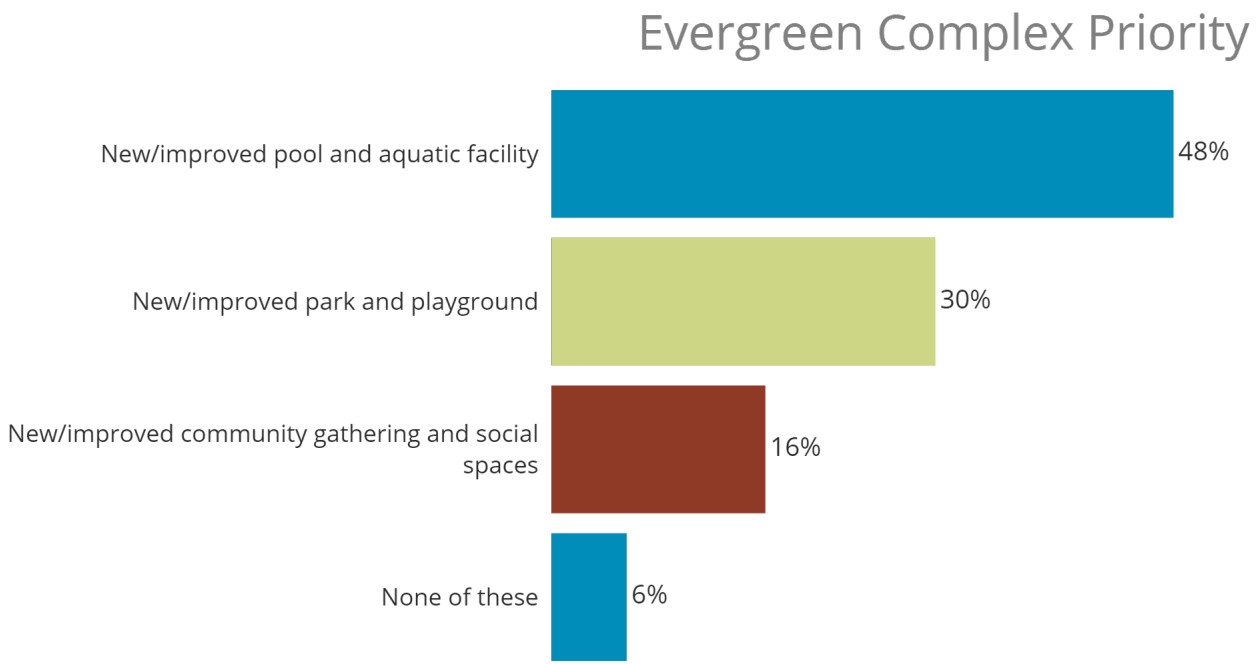
Fundraising Interest
(All)

**Sample: 622**

Knowing that the Evergreen pool is 65+ years old and will need extensive repairs in the future, what option would you be most in favor of?

# Evergreen Complex Priority






## Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

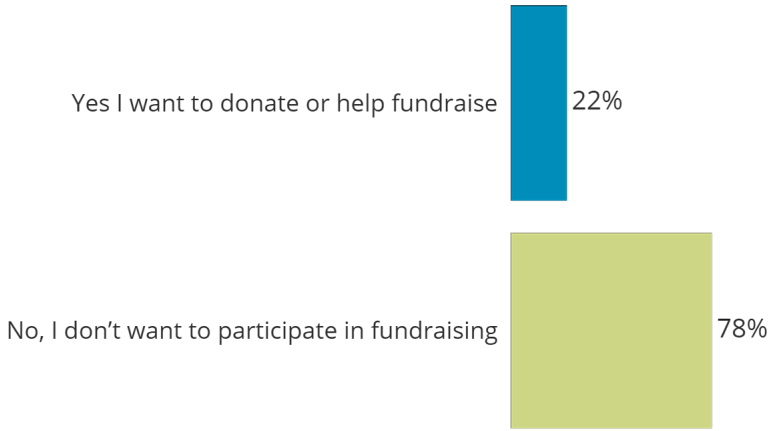
**Sample: 661**

When envisioning the entire Evergreen park and pool complex as a whole, which development project is MOST important to you and your household?

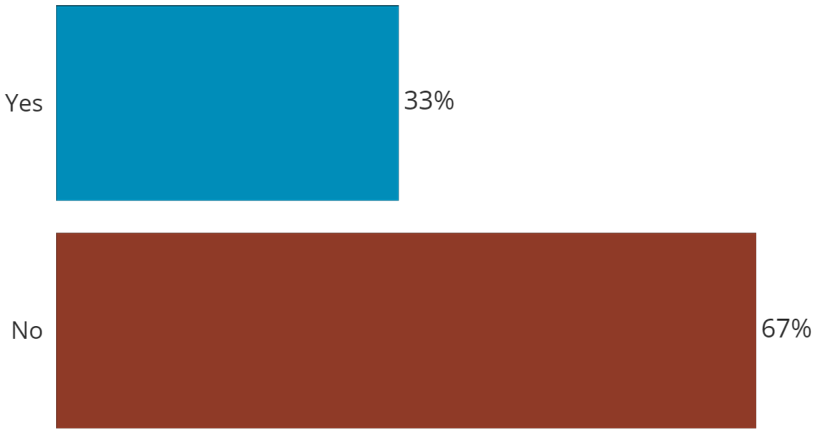
# Fundraising / Donations

# Evergreen ParkPOV

## Fundraising / Donation Interest




## Interested in Future Surveys/Research




### Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

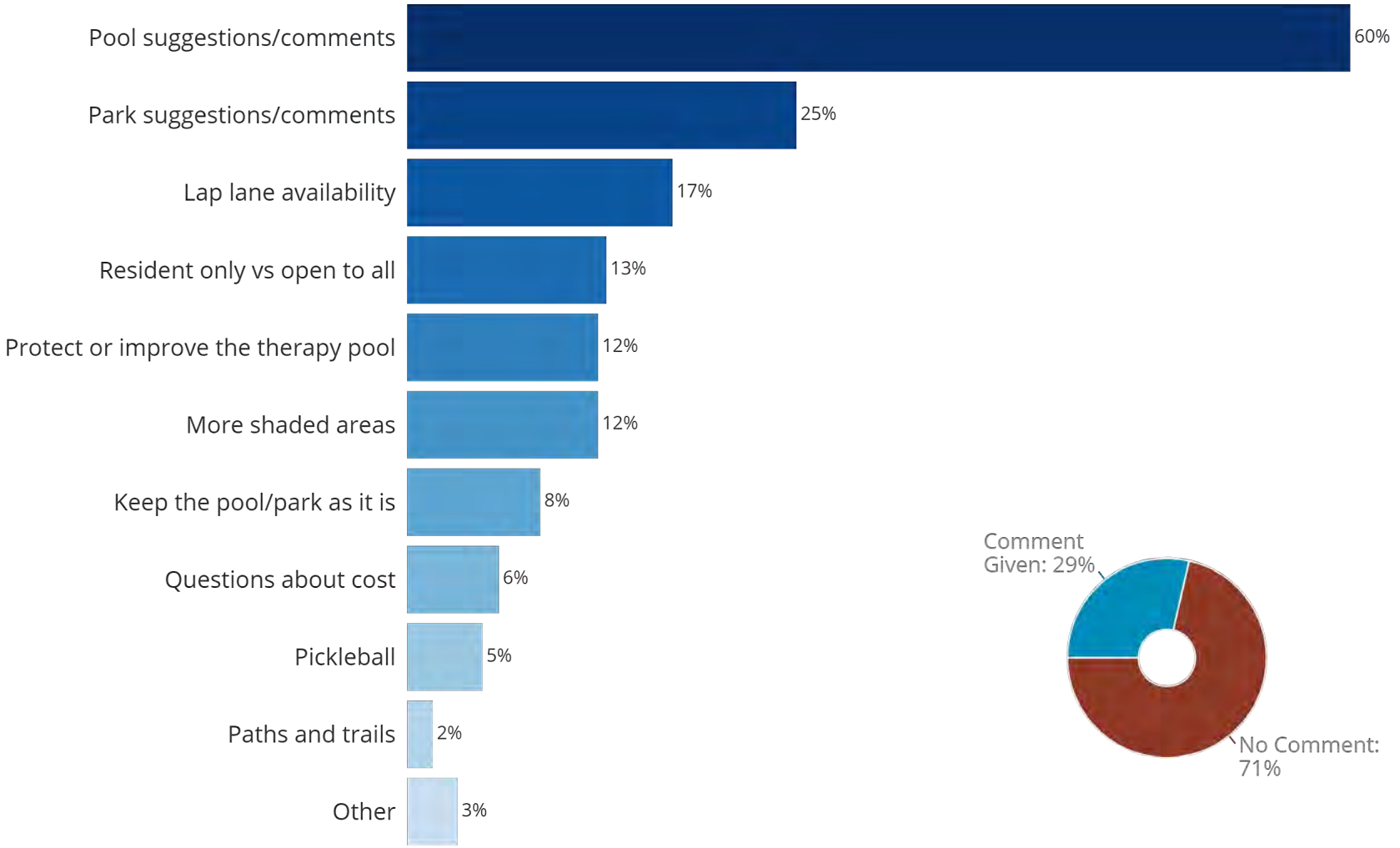
**Sample: 661**

Would you be interested in joining our fundraising efforts? If so, at what level? (select all that apply)

Would you like to participate in further research/discussion groups for the Evergreen park and pool complex?

# Overview: Anything more to say?

## Evergreen ParkPOV







### Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Comments: 189**

If there is anything more you would like to say to the city leaders of Bellaire to help us improve the services we provide, please do so below.

# Final Comments



Filter by Comment Theme: (All)

| Optionally, please share any comments you have about the Evergreen Park and Pool Complex. |
| --- |
| Make it like colonial park in west u.  And only for Bellaire residents. (Female, age 40-49, from Section D (Blue), with 10-14 years in Bellaire) |
| It would be so great if the connect on evergreen under 610 were made more attractive and pedestrian friendly. We could love to walk or bike over but 610 is such a barrier in the middle of bellaire. Making the connection safe, beautiful, and easy would improve the neighborhood so much (Female, age 40-49, from Section A (Red), with 1-4 years in Bellaire) |
| Would like to restrict the Evergreen Park/Pool Complex  to only Bellaire residents. (Female, age 30-39, from Section D (Blue), with 20 years or more in Bellaire) |
| There is an open gate to Verone Street that doesnt close and cant be secured. Please fix it. Its a hazard and risk to children running off. (Male, age 60-69, from Section D (Blue), with 15-19 years in Bellaire) |
| Splash pad addition (Female, age 40-49, from Section A (Red), with 20 years or more in Bellaire) |
| I would love to imitate Colonial Park and Pool complex that W. University Pl. has. If space permits, I would highly recommend we use the funds for this purpose given how incredibly popular colonial pool is with its residence. It is truly something to be proud of (Male, age 50-59, from Section C (Orange), with 15-19 years in Bellaire) |
| We have a big family and moved to bellaire in 2019. We were hoping for a small town neighborhood feel but didn't get that as much with the pandemic. Now, we would love to see updated gathering spaces for our teens and youngest children. (Female, age 40-49, from Section A (Red), with 5-9 years in |

## Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

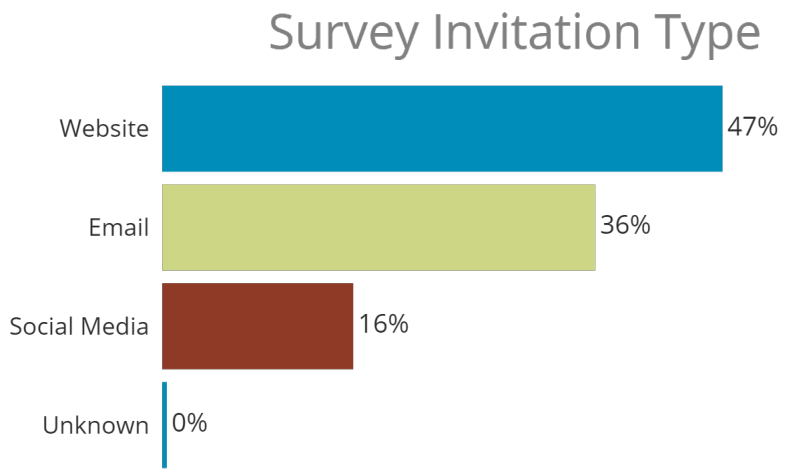
Disability Status
(All)

Fundraising Interest
(All)

**Comments: 189**

# Survey Invitation Type

## Evergreen ParkPOV




### Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Area
(All)

Disability Status
(All)

Fundraising Interest
(All)

**Sample: 661**

Onpointe INSIGHTS

# About OnPointe Insights

**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 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**

QuestionPro