

# Senior Activity Center Survey

City of Keller 2022





## Background

The City of Keller, Texas executed a survey about the Senior Activity Center. It was designed and executed internally. Data can be difficult to analyze in a clear and efficient way, and such was the case with this survey.

The Keller team reached out to OnPointe Insights to do an analysis of the data. This dashboard presents the results of the survey which was in the field from August 31 to October 7, 2022. In total, 658 surveys were completed.

- All participants were age 55+
- 83% were currently members
- Of the members, 63% were residents of Keller

## Reviewing the data

This Online Dashboard presents results in an interactive way.

- Use filters to explore (Membership and Residency)
- Review comments by filtering on specific topics.
- Download the data you want into Excel or PowerPoint.

**High ratings for services** - Overall, ratings for services were very high. Highest rated (cleanliness and customer service); Lowest rated (trips and meal service)

**Minimal call for new programs and services** - There were a variety of suggestions for new programs and services, but most participants were very satisfied. More pickleball options was requested most often. Many participants asked for more times and availability. The survey asked about programs at the Keller Senior Center and outside the Center, but in Keller, and responses hardly differed between the two questions.

**Demand for an evening or more hours was high** - 72% would use an evening option. 55% would like more hours. Reactions for paying more were mixed.

**The membership fee questions gave mixed results** - These questions provided messy results, with only about 30% to 40% providing an actual numeric figure about daily, monthly or annual fees. Daily fees were least preferred and averaged nearly \$4. Monthly fees averaged \$13, with most saying \$10. Annual fees had a wide variation.

**Program objectives: health/wellness and social** - The program meets many objectives, including improved health and wellness and social interaction. Entertainment and education were also important objectives.

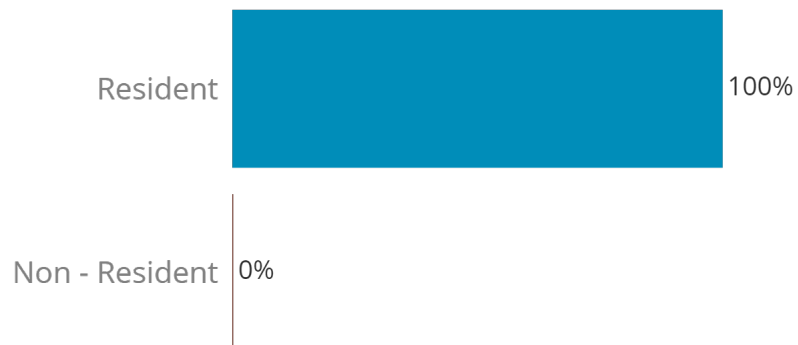
**The program provides better health and personal satisfaction** - Two questions explored health and wellness and personal satisfaction from the program. Over 3/4 indicated that the program provides these outcomes.

**Email and a newsletter are the best marketing approaches** - Email and a Newsletter are the most preferred above marketing methods presented. Facebook, Flyers and the City Website reach some, but are overall less effective.

## Age 55+?



## Resident / Non-Resident



## Current Member?



## If Not Member, Why Not?



### Demo Filters

Member

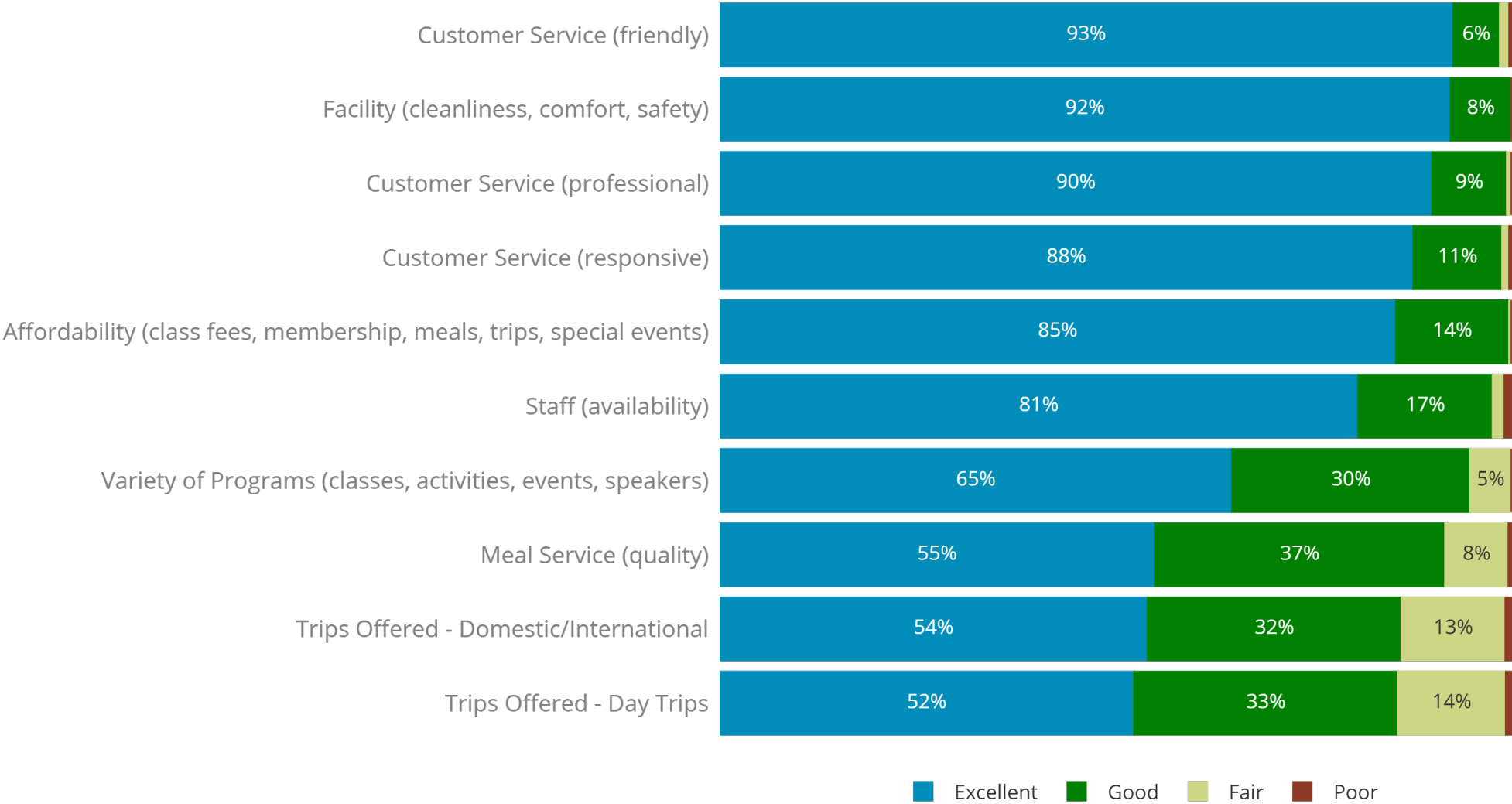
(All)

Resident

Member Resident

Sample Size: 342

- Q1 Are you 55 years of age or older?
- Q2 Are you a current member of the Keller Senior Activities Center?
- Q3 If you are a member, what is your membership status?
- Q3b If you are not a current member, why not?



### Demo Filters

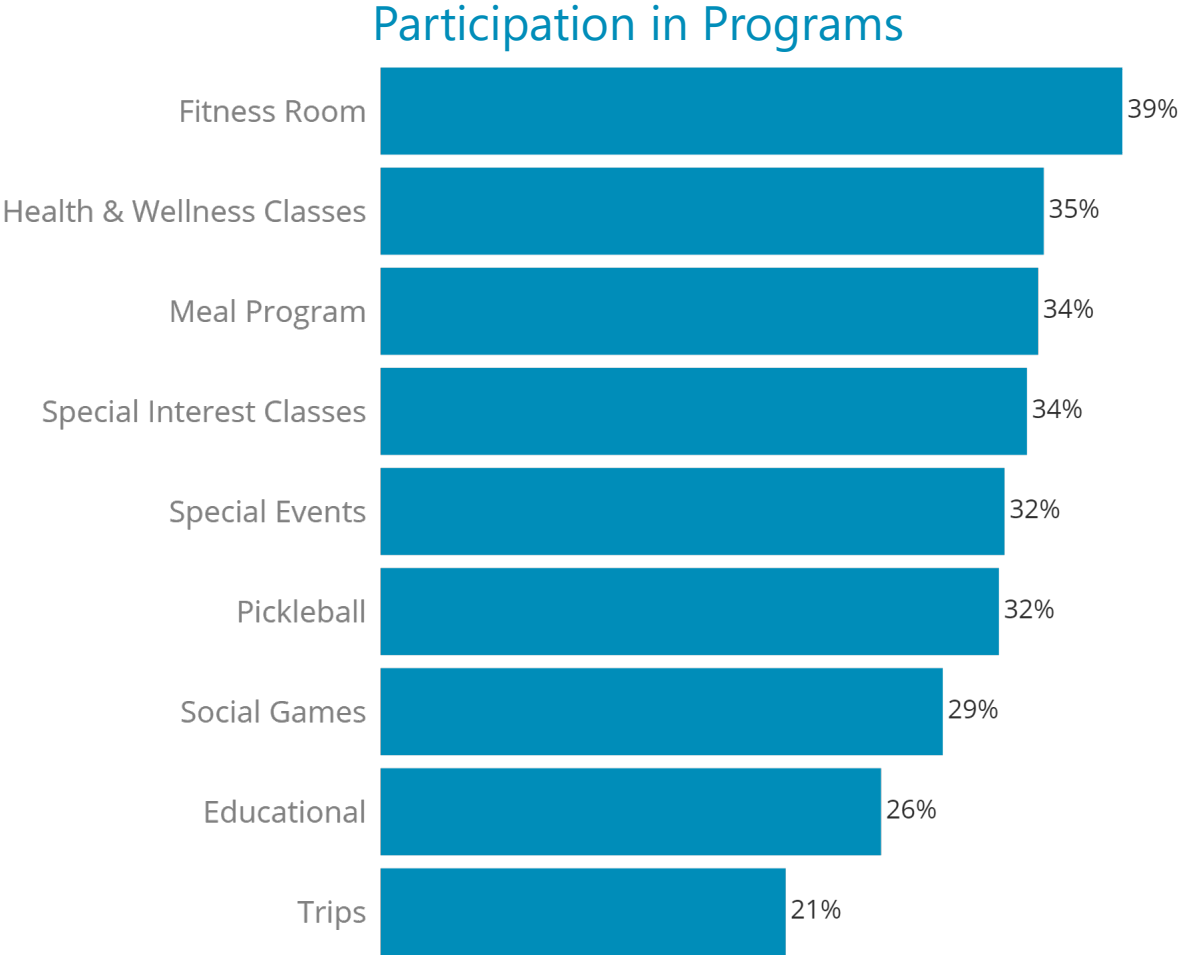
Member

(All)

Resident

Member Resident

Sample Size: 342

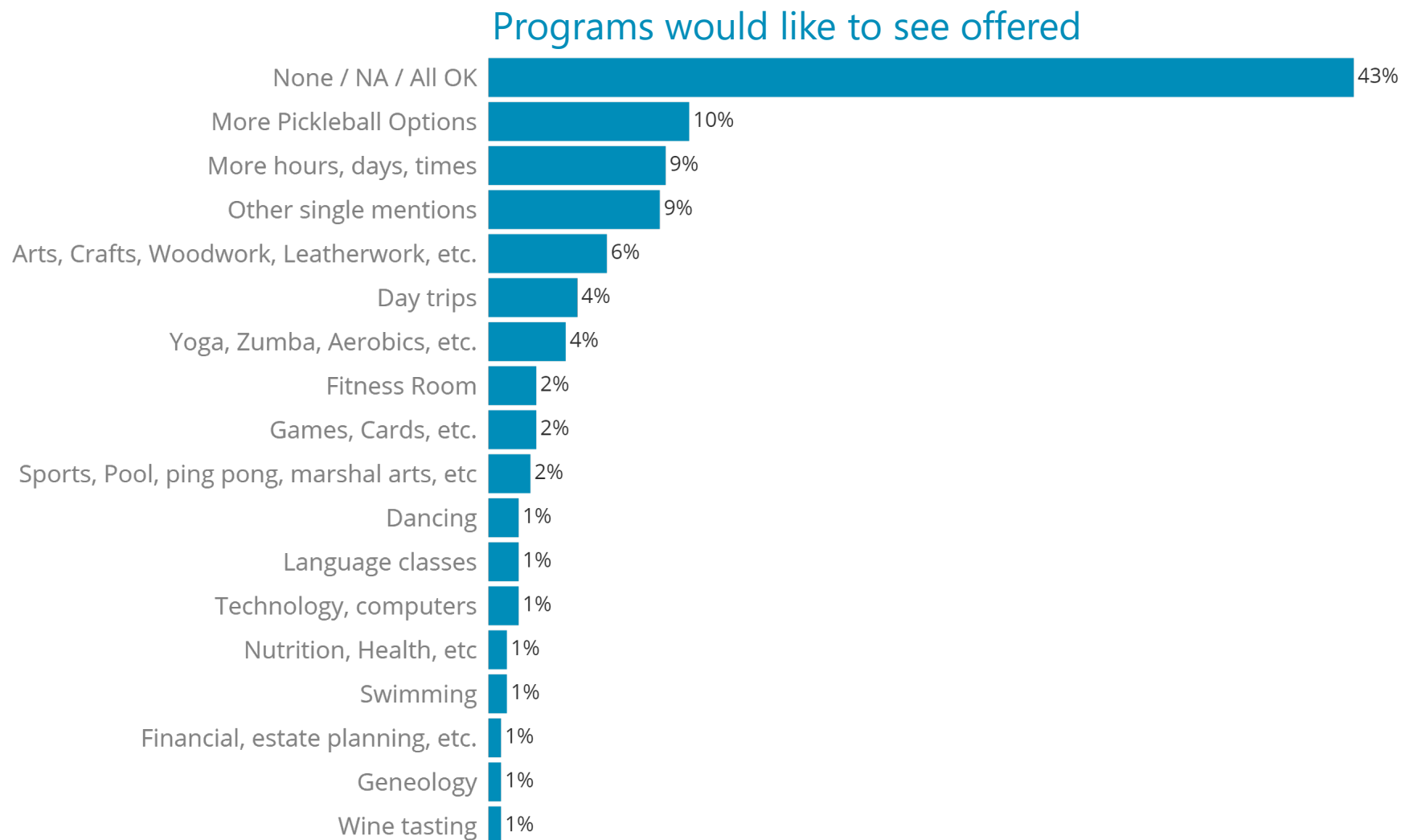


### Demo Filters

Member

Resident

Sample Size: 342



## Demo Filters

Member

(All)

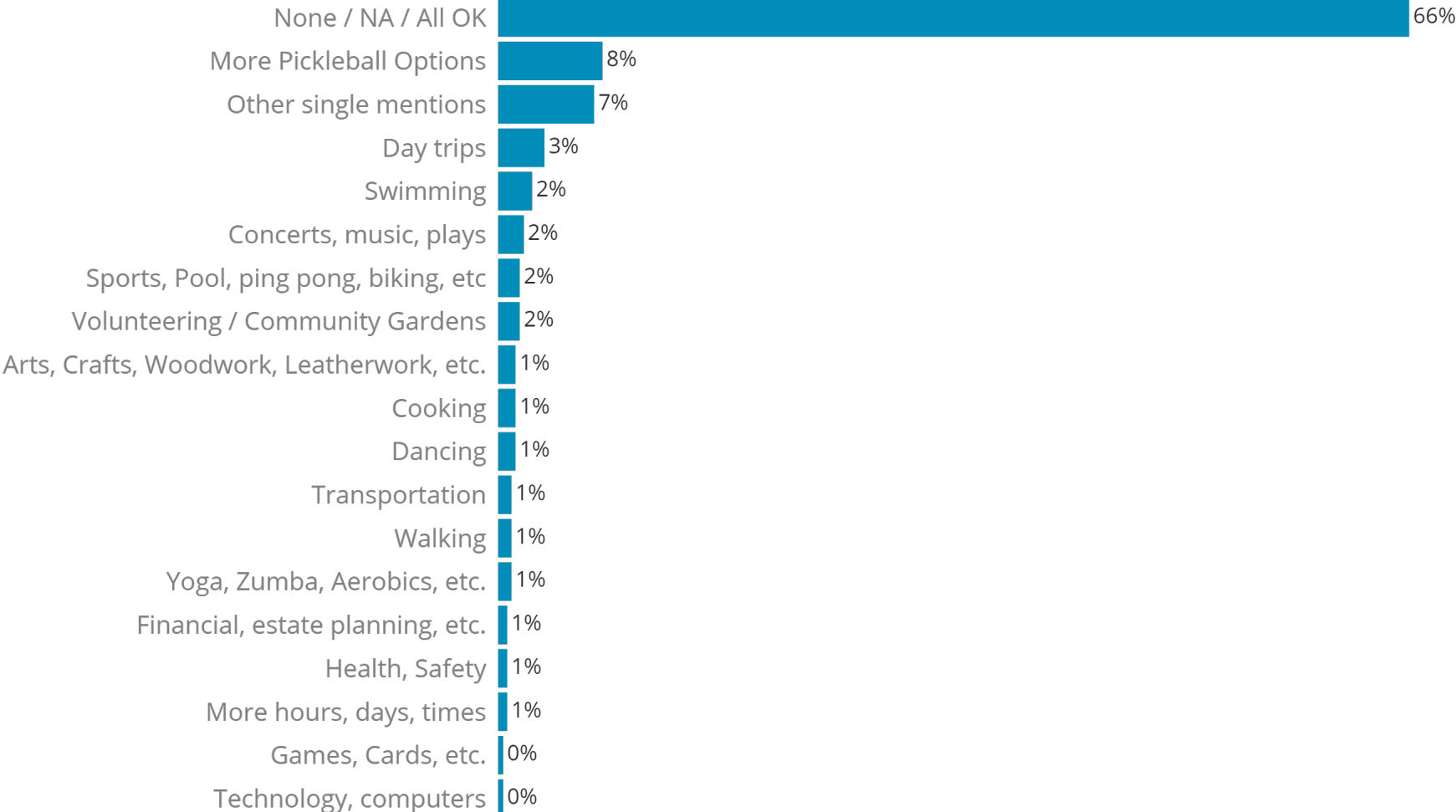
Resident

Member Resident

Sample Size: 342



## Programs would like to see offered (outside of senior center)



### Demo Filters

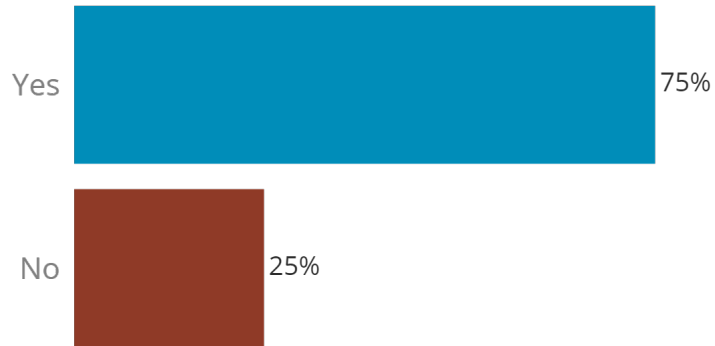
Member

Resident

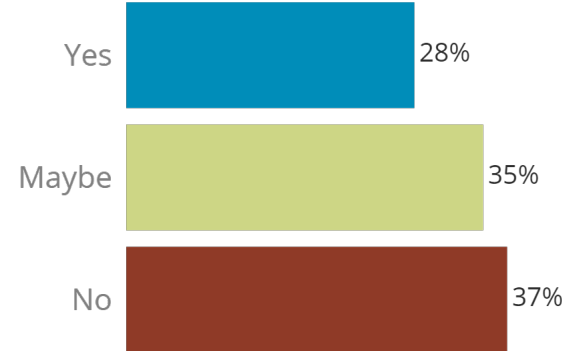
Sample Size: 342



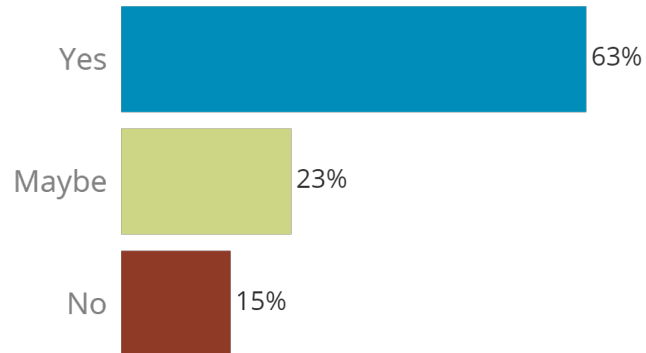
## Would use use facility on an evening



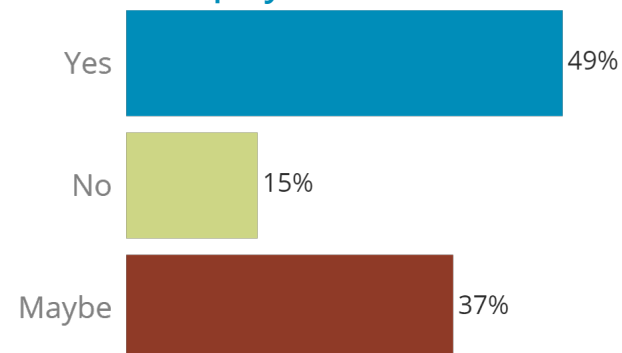
## Willing to pay fee for gym/fitness room



## Interest in more hours



## Would pay for more staff, hours, program?



### Demo Filters

Member

(All)

Resident

Member Resident

Q8 If available, would you utilize our facility one night a week in the evening?

Q9 Would you be interested in additional hours beyond our current hours of operations?

Q10 Would you be willing to pay additional fees for usage of the gym and fitness room?

Q11 In order to hire more staff and/or extend our operating hours for more programs and services, would you be willing to pay more in membership fees?

Sample Size: 342

# Membership Fee Comments

Daily	
	%
<b>Don't know / Unsure</b>	22%
<b>Depends on activity</b>	5%
<b>Similar to other nearby cities</b>	2%
<b>Dislike daily</b>	8%
<b>Suggestions</b>	8%
<b>NET</b>	100%

Filter: Filter\_Membership AND Filter\_Residency;  
Unweighted; base n = 159; total n = 342; 183  
missing; 48% filtered out

Monthly	
	%
<b>Don't know / Unsure</b>	20%
<b>Depends on activity</b>	3%
<b>Similar to other nearby cities</b>	1%
<b>Dislike daily</b>	2%
<b>Dislike monthly</b>	1%
<b>Suggestions</b>	4%
<b>NET</b>	100%

Filter: Filter\_Membership AND Filter\_Residency;  
Unweighted; base n = 169; total n = 342; 173  
missing; 48% filtered out

Yearly	
	%
<b>Don't know / Unsure</b>	11%
<b>Depends on activity</b>	2%
<b>Similar to other nearby cities</b>	1%
<b>Dislike annually</b>	0%
<b>Suggestions</b>	3%
<b>NET</b>	100%

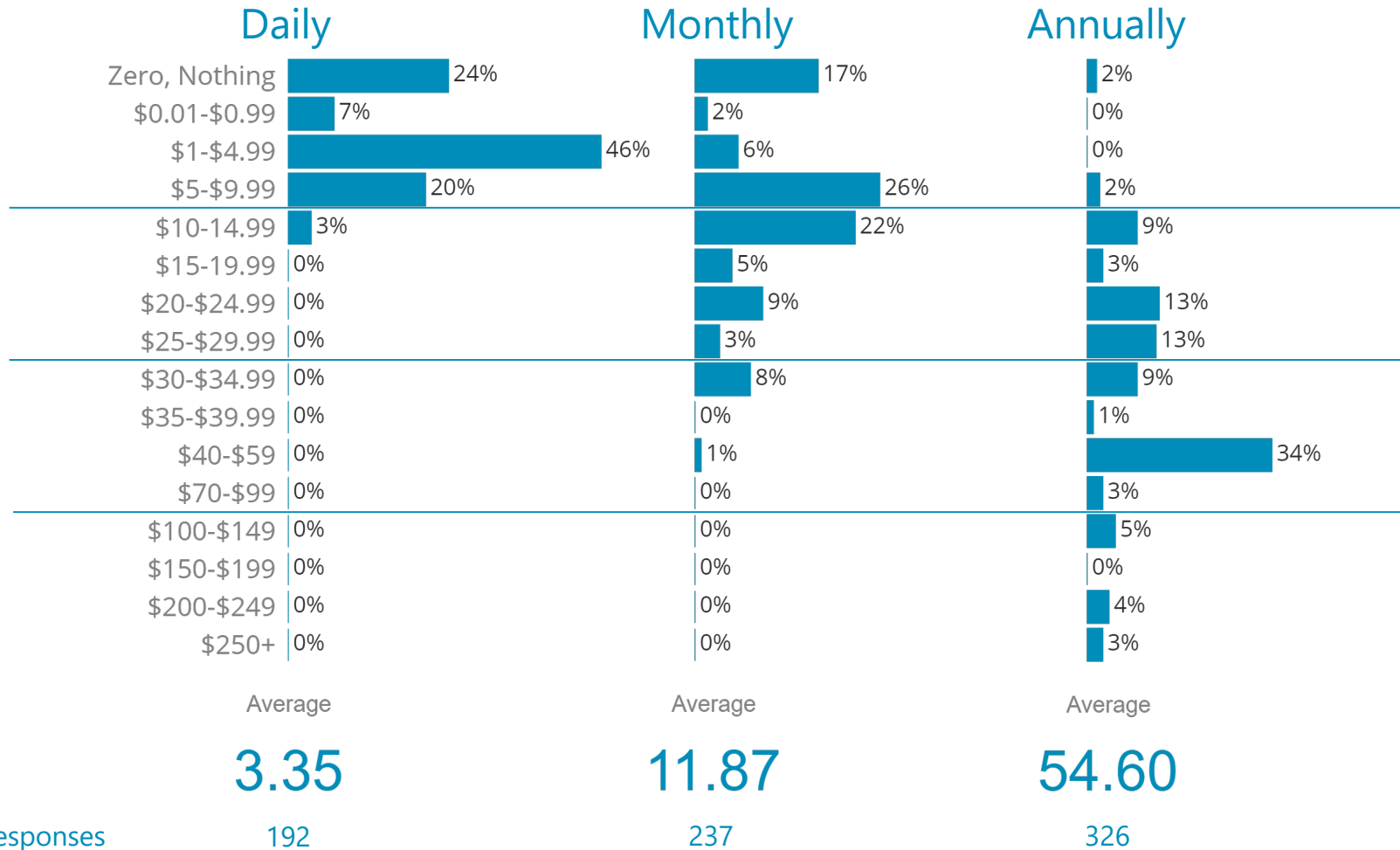
Filter: Filter\_Membership AND Filter\_Residency;  
Unweighted; base n = 214; total n = 342; 128  
missing; 48% filtered out

Responses in the membership fee fields were very messy. Many people left comments. Amounts were written in various formats. Actual numbers or text representing numbers were grouped and shown on the prior page. The averages are based on mid-points of the various categories.

This page shows a summary of the comment types. Many said they didn't know or were unsure. 21% of the 658 participants who made an entry in the Daily field mentioned being unsure or not knowing.

Some left comments that I placed into suggestions. Common suggestions were: "Keep costs as low as possible", "Charge more for non-residents", "I'm on a very restricted budget", "We pay taxes, isn't that enough?", "I can pay more, but older people on limited incomes shouldn't be denied."

## Membership Fee Willing to Pay



### Demo Filters

Member

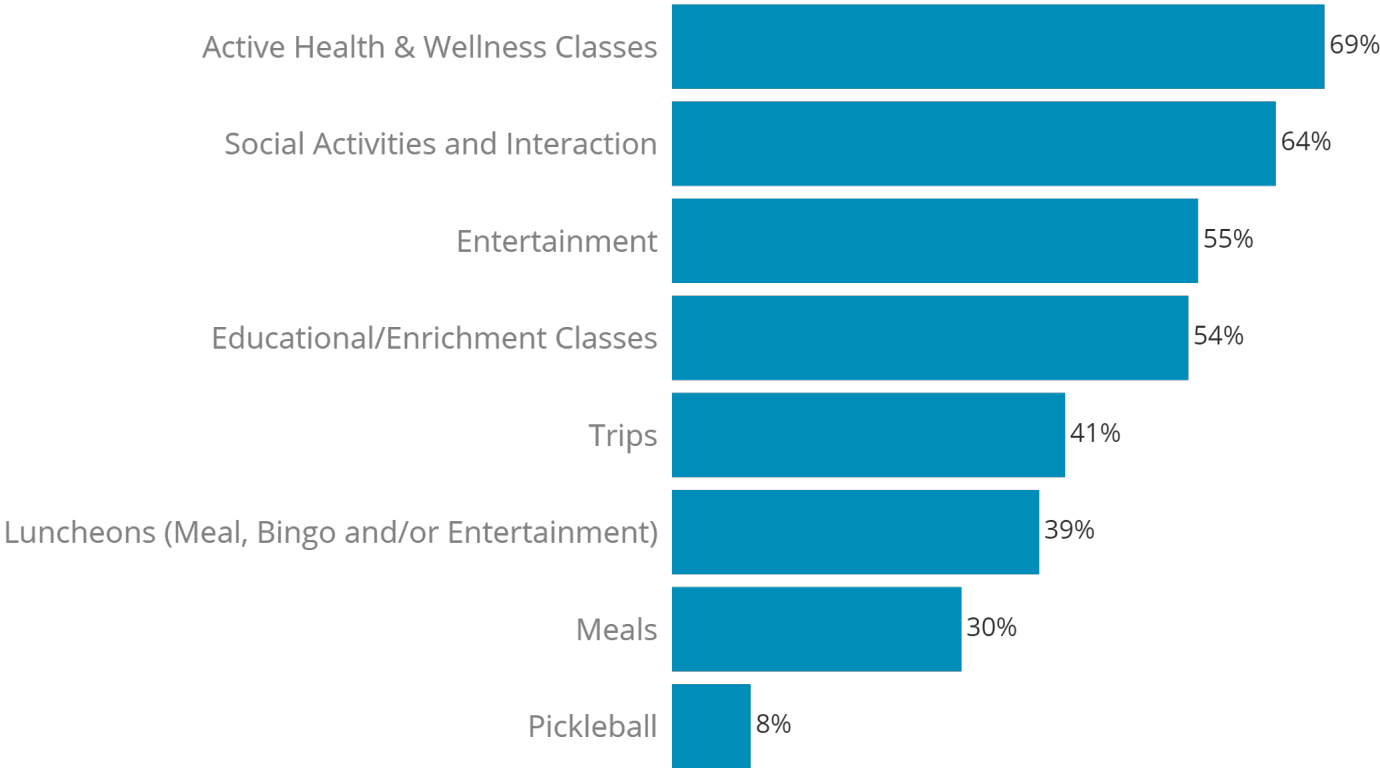
(All)

Resident

Member Resident

Sample Size: 342

## Programs objectives



### Demo Filters

Member

Resident

Sample Size: 342

## Demo Filters

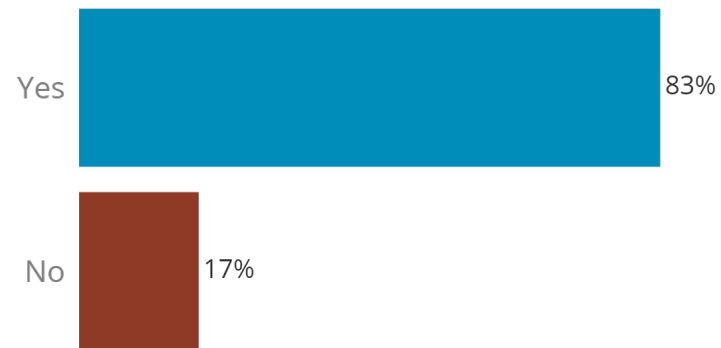
Member

(All)

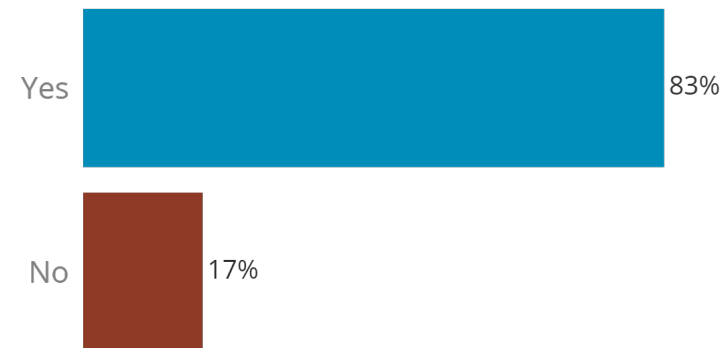
Resident

Member Resident

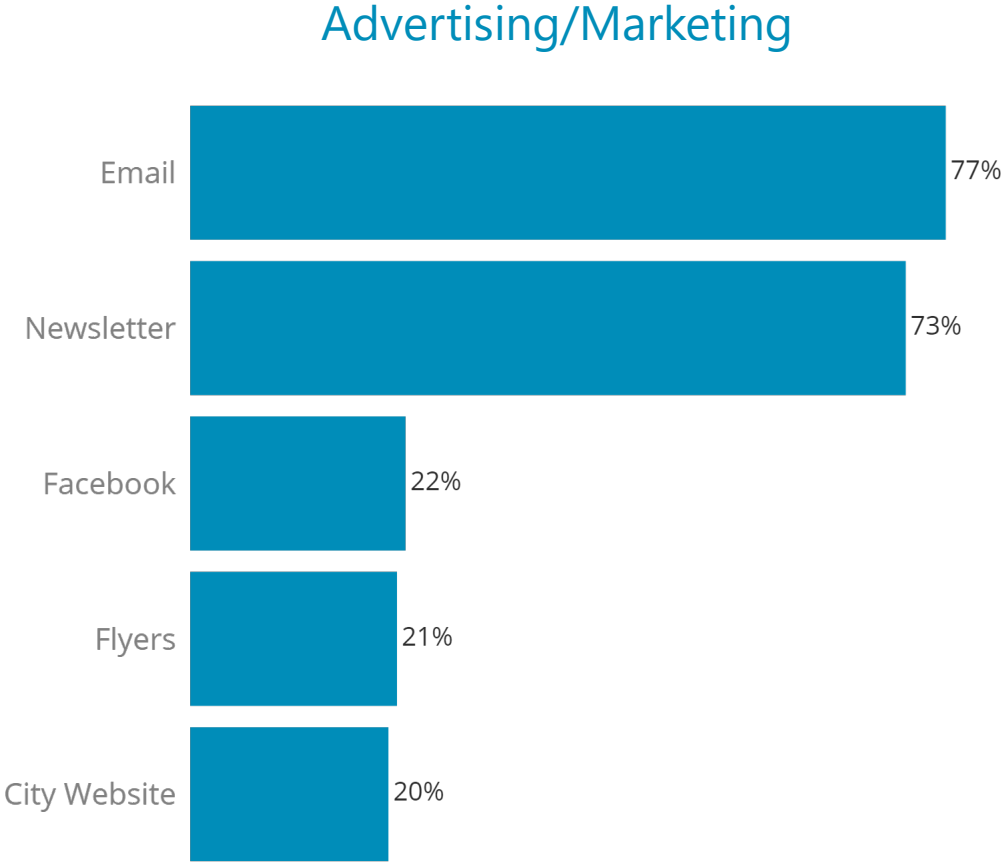
### Better care of health/more active



### More satisfied/look forward



Sample Size: 342



### Demo Filters

Member

Resident

Sample Size: 342

Senior Center	Membership Count	Membership Fees	Hours of Operation	Staffing
Allen	2,000	R - \$5 Non - \$24	M,W,F – 7a – 5p Tu,Th – 7a – 7p	9 (5 Full/4 Part)
Colleyville	415	R - \$0 Non - \$10	M-F – 8a – 5p	4 (3 Full/1 Part)
Coppell	2,000	R - \$10 Non - \$20	M-F – 9a – 5p	7 (4 Full/3 Part)
Flower Mound	2,509	R - \$10 Non - \$20	M,W,F – 8a – 5p Tu,Th – 8a – 8p	8 (3 Full/5 Part)
Frisco	1,600	R - \$50 Non - \$100	M,Th – 7:30a – 7p F – 7:30a – 4p Sa – 8a – 4p	9 (5 Full/4 Part)
Hurst	1,420	R - \$20 Non - \$80	M,Tu,W,F – 7a – 5p Th – 7a – 9p	10 (4 Full/6 Part)
*Southlake	800	R - \$0 Non - \$75	M-F – 9a – 4p	3 (2 Full/1 Part)
<b>Keller</b>	<b>3,493</b> <b>R – 1,883/Non – 1,610</b>	<b>R - \$10</b> <b>Non - \$20</b>	<b>M-F – 8a – 4p</b>	<b>3 Full</b>





Keller Residents (76248/76262) = 1,883

Non Residents = 1,610

76244 - 670

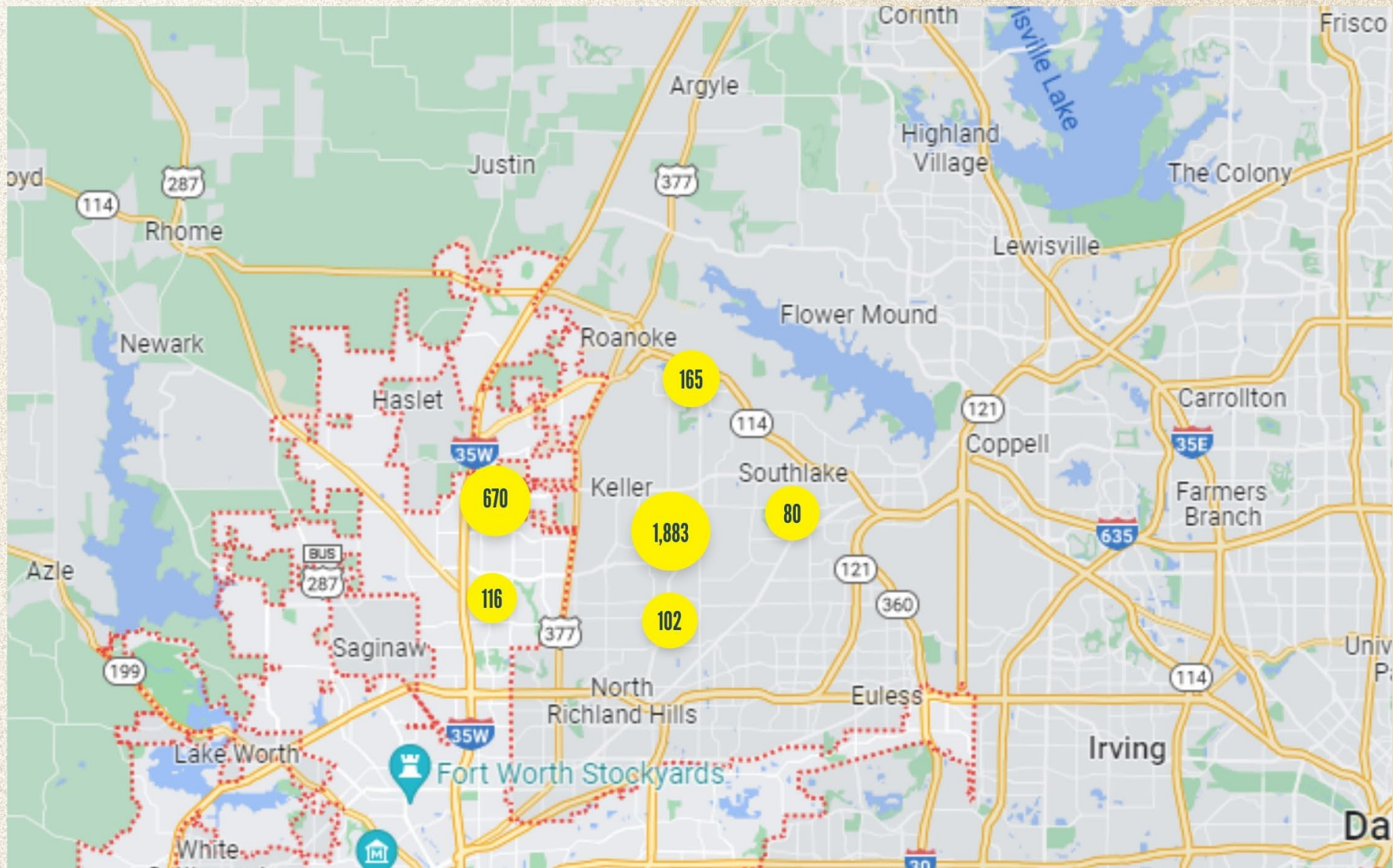
76262 - 165

76092 - 80

76137 - 116

76182 - 102

Other - 477



# Recommendations – Staffing

# Keller: Sr Activity Center

Position	Facility	Budgeted Total Compensation	Proposed Total Compensation	Savings
Recreation Manager	Town Hall	\$104,346.00		
Program Coordinator (FT)	KSAC		\$56,800.00	
Customer Service Technician (PT)	KSAC		\$17,200.00	
Customer Service Technician (PT)	KSAC		\$17,200.00	
Event Specialist (FT)	Town Hall	\$86,140.00		
Recreation Supervisor (FT)	Town Hall		\$91,103.00	
Total		\$190,486.00	\$182,303.00	\$8,183.00

This will address **current** staffing challenges related to higher than anticipated membership, allowing staff to resume currently paused activities, expand existing programming options, and take scheduled time off.

# Recommendations – Membership Fees

# Keller: Sr Activity Center

Fees	Revenue	Revenue Increase over Current
R - \$10 (current fees) Non - \$20	\$51,030.00	-
R - \$20 Non - \$40	\$102,060.00	\$51,030.00
R - \$20 Non - \$60	\$134,260.00	\$83,230.00
R - \$20 Non - \$80	\$166,460.00	\$115,430.00
R - \$0 Non - \$75	\$120,750.00	\$69,720.00

Staff	Staff Cost Total Compensation
Program Coordinator (FT)	\$56,800.00
Customer Service Technician (PT)	\$17,200.00
Customer Service Technician (PT)	\$17,200.00
Total	\$91,200.00

**One additional FT employee** would allow for extended hours one night a week (Thursdays) until 8 p.m. and additional programming. The Senior Citizens Advisory Board recommends starting with one night of extended hours. This will allow staff to measure demand for possible additional nights in the future.