

2023 Fox Hills Community Pool Prioritization Study

Fieldwork: May 25-29, 2023

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Study Overview

Background & Objectives

Background

- ▶ Friends of Fox Hills is a volunteer group of residents who are working toward Fox Hills community pool longevity and improvements
- ▶ The Fox Hills board approved the funds to commission a vendor to create architectural and renderings for two different pool options
- ▶ Three different vendors have provided preliminary bids for the two designs

Objectives

- ▶ Determine preference for a single-pool or two-pool layout
- ▶ Understand why people prefer each type of pool layout
- ▶ Measure potential outcome for a vote for a special assessment to fund improvements to the Fox Hills Community Pool

Methodology

The screenshot shows a Google Forms survey titled "Fox Hills Pool Updated Proposals". The interface includes a navigation bar with "Questions", "Responses" (226), and "Settings". The survey is divided into sections: "Section 1 of 5" and "Section 2 of 5".

Section 1 of 5: The title is "Fox Hills Pool Updated Proposals". The text reads: "We have received conceptual renderings and pricing based on responses from a previous FHCA pool survey. We want to give the community an additional opportunity to provide feedback based on these renderings and related pricing quotes. There are 7 questions in total and all responses are anonymous."

Section 2 of 5: The title is "Pool Usage". The text reads: "Description (optional)".

Question: "How, if at all, do you plan to use the pool this summer? Please select all that apply *"

Options:

- Swim team
- Family time
- Relaxation/Sun bathing
- Hosting a party
- Exercise
- Community events (e.g., 4th of July Party, End of School Party, live bands, etc.)
- Do not plan to use the pool this summer

Methodology

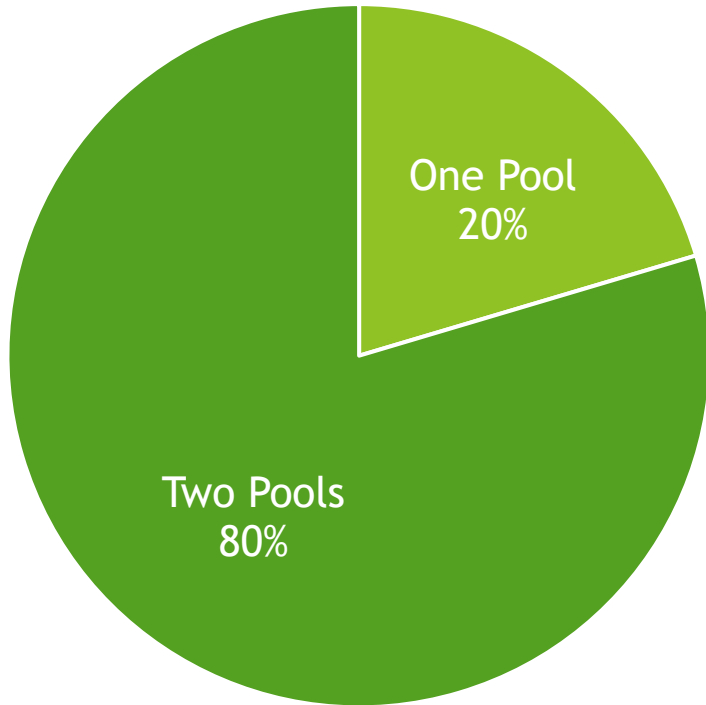
- ▶ A survey in Google Forms was emailed to all Fox Hills residents on May 25 and one reminder was sent on May 27; the survey closed on May 29.
- ▶ n=210 people filled out the survey from n=176 households
- ▶ Data are weighted to voting representation of one response per household and for accurate swim team representation
- ▶ Addresses were collected to ensure residency and address duplication, but have not been linked with responses
- ▶ Responses that could not be confirmed as residents have been removed
- ▶ Data were processed, weighted, and tabulated using SPSS statistical software
- ▶ The survey was fielded as a census, therefore no statistical testing is necessary

Detailed Findings

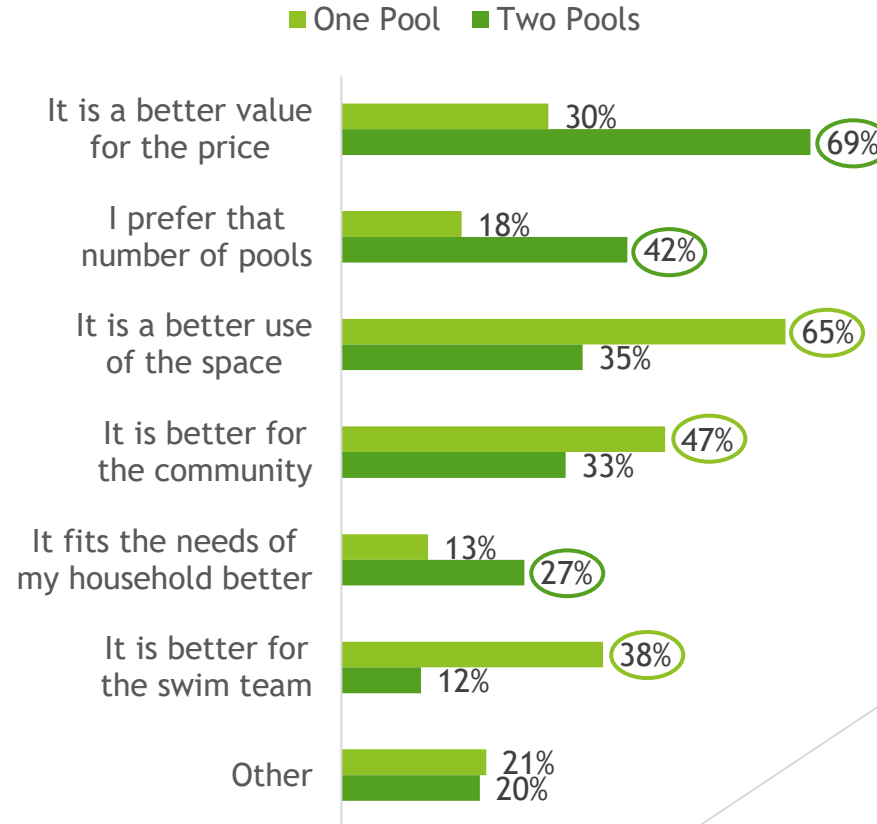
Pool Layout Preferences

The two-pool layout is strongly preferred due to being a strong value and having a preference towards two separate pools.

Preference



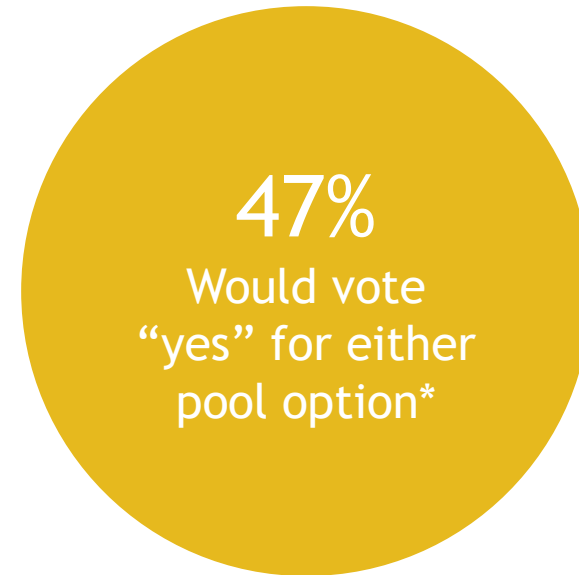
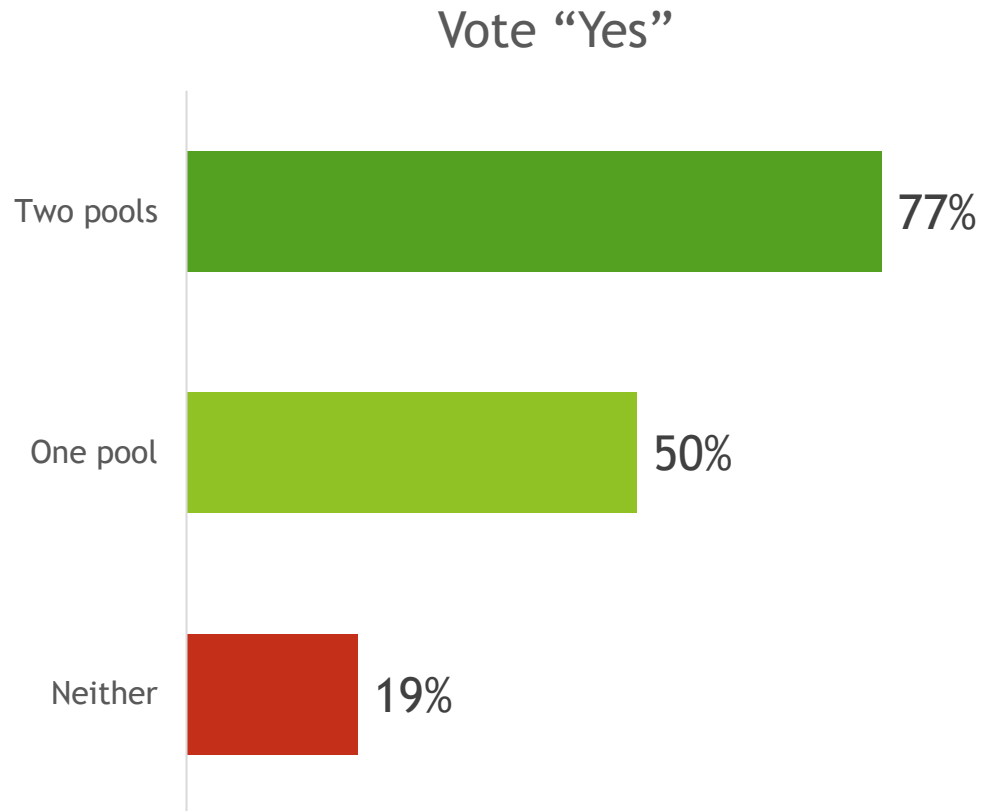
Reason for Preference



Given the two options presented, which of the two do you prefer?
What are the top 3 reasons that you like your preferred pool layout? Please select up to three responses only

Voting Expectations

While many would vote for either option, the two-pool layout has much stronger support for a vote.



*Note: 47% that would vote for either option are included in the graph
If there was an upcoming vote to approve the funds to update the community pool area, only one of the options would be included on the ballot. Based on what you know now, how do you think you would vote in an upcoming election?

Implications

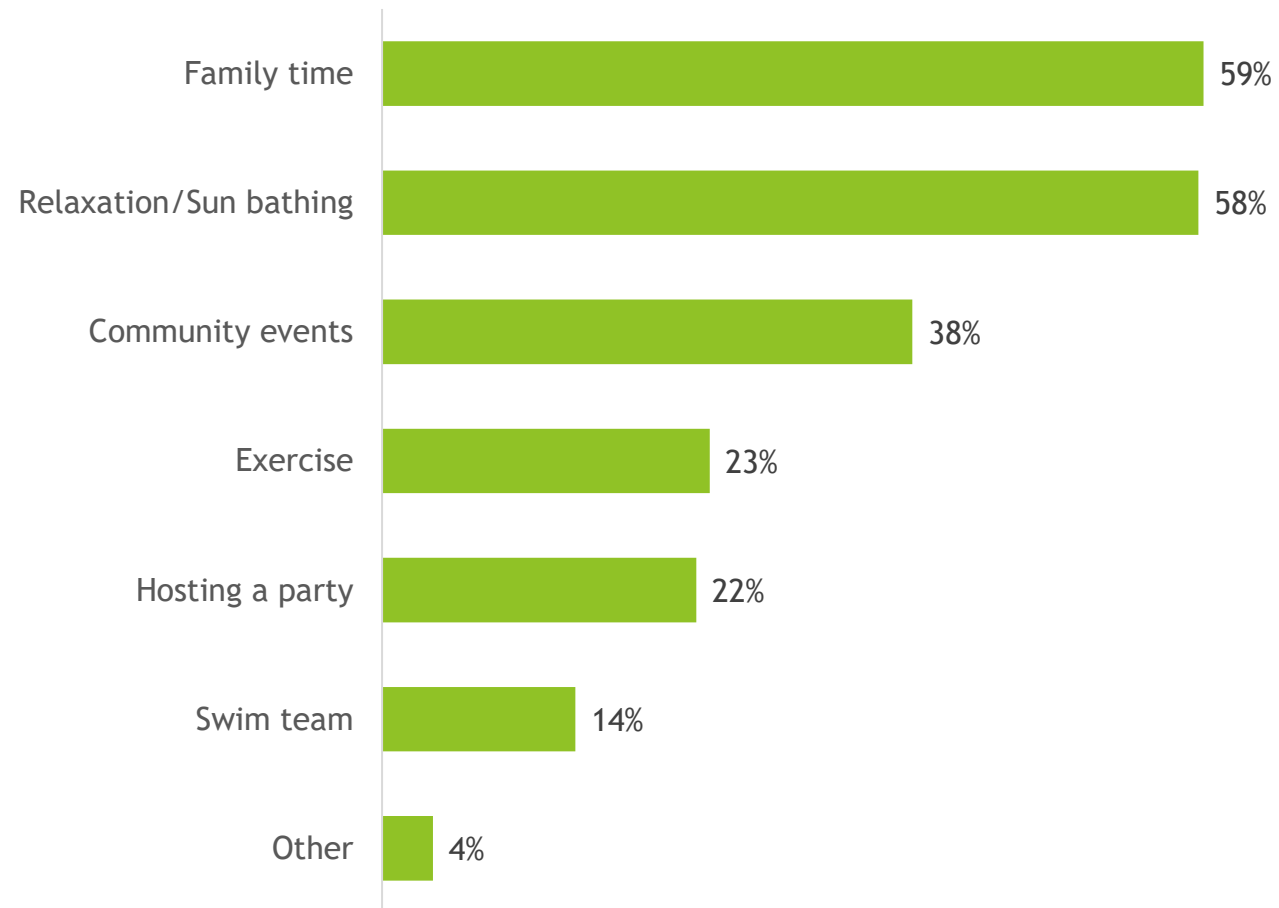
Recommendation

- ▶ Move forward with a vote to fund a new community pool area with two separate pools

There is very strong support to improve the Fox Hills Community Pool in some way (47% would vote yes regardless of the layout), while moving forward with the two-pool option provides the community with both the most preferred and most supported option in a vote.

Appendix

Expected Pool usage



How, if at all, do you plan to use the pool this summer? Please select all that apply

Pool Stimuli - One Pool



OPTION 1 - ONE LARGE POOL
RENDERING 1-OVERHEAD

Coastal



OPTION 1 - ONE LARGE POOL
RENDERING 2

Coastal



OPTION 1 - ONE LARGE POOL
RENDERING 4

Coastal



OPTION 1 - ONE LARGE POOL
RENDERING 3

Coastal

- ▶ Lap pool section will have six lanes at a regulation 25 meter length, from 4-foot deep at its shallowest up to 9-foot deep at its deepest
- ▶ The bottom part of the pool will have a zero entry that includes about 10 feet of 6-inch-deep water with mini-fountains for younger children, then will gradually get to 4 feet deep when it meets at the lap pool
- ▶ Due to the size, this pool requires a gutter system
- ▶ The pool will be located slightly to the north of what is indicated in the rendering (to the right in the image below) to allow more room between the pool and pavilion
- ▶ Total Pool Area: 5,200 sq. ft. (lap pool portion: 3,444, shallow pool portion: 1,760)
- ▶ Total Cost: \$1.34 million
- ▶ Annual Household Cost: \$767 per year for five years

Pool Stimuli - Two Pools



- ▶ The new lap pool will be 25 meters in length with four lanes, starting at 4-feet deep at its shallowest and up to 9-feet deep at its deepest
- ▶ The new shallow pool is larger than the current shallow pool today, will have a zero entry that includes about 10 feet of 6-inch-deep water with mini-fountains for younger children, then will gradually to 4 feet deep
- ▶ The lap pool will be located slightly to the north of what is indicated in the rendering (to the right in the image below) to allow more room between the pool and pavilion
- ▶ Total Pool Area: 4,163 sq. ft. (shallow pool: 1,785, lap pool: 2,376)
- ▶ Total Cost: \$1.03 million
- ▶ Annual Household Cost: \$560 per year for five years

Weighting for Swim Team Representation

- ▶ The swim team is represented by 51 households in the neighborhood (14.2% of households)
- ▶ Among those that completed the survey, 27.1% indicated they plan to leverage the pool for the swim team this summer
- ▶ In order to ensure the survey responses are accurately representing all neighbors, those planning to be on the swim team have been weighted down.

Contact

Pool Survey Contacts

- ▶ Mike Wright
- ▶ Mitchiyoshi Uyeda