

2019 SWCA Residents' Survey

*Presented by
Allan Bowditch*



COMMUNITY ASSOCIATION
Preserving and Enhancing Our Community



Objectives

- To determine the attitudes and opinions towards the SWCA and the various services provided
- To examine where these services could be improved/enhanced
- To determine reaction to a variety of possible future ideas/scenarios

Sample

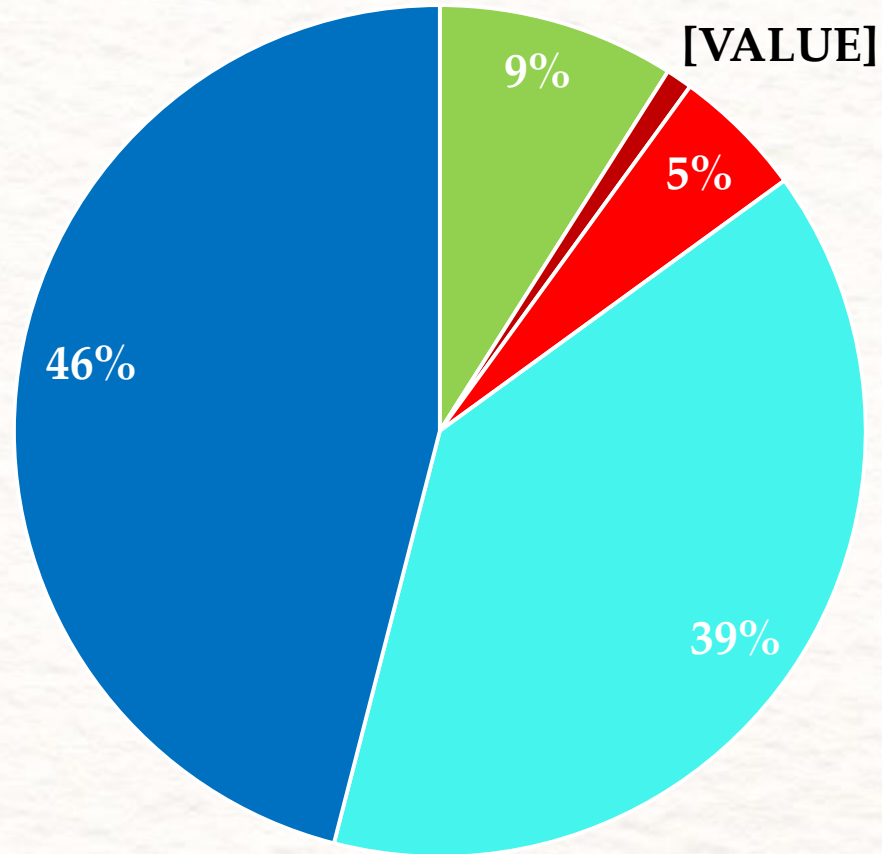
- The total number who took the survey was 1,415.
- This represents an overall response of 66% (based on the 2159 emails sent).
- 54% spend 7 months or more here, while 14% spend less than 3 months in SW.
- 29 Realtors completed the survey, 77 NR's and Alts, 30 board and committee members and 942 Country Club members.

Summary

- There was a high level of satisfaction expressed across many of the parameters examined.
 - **Overall satisfaction with the SWCA and its staff (Communication/ Performance) 95%+**
 - **Response to Hurricane Irma 92% (good/excellent)**
 - **Landscape/ Hardscape approx.-95% (fairly/very satisfied)**
 - **Gatehouse Staff approx. -95% (fairly/very satisfied)**
 - **Hotwire's Standard Package - 88% considered it at least "good" value for money**
 - **Hotwire's various features – around 90% (fairly/very satisfied)**

Effectiveness of the NR'S

Effectivness of NR's



■ Don't Know ■ Very Ineffective ■ Fairly Ineffective ■ Fairly Effective ■ Very Effective

BUT!

Results

- 1 out of 16 are unaware of the difference between the two Shadow Wood organizations (SWCA & SWCC).
- 36% felt the SWCA should do more to emphasize the merits of Shadow Wood to potential home buyers.

Results: Hurricane Irma

- 240 people added a comment about what SWCA should do in the future. While many expressed their satisfaction, a significant number mentioned -
 - *Concern about the loss of privacy along the berms plus berm erosion. There is still a loss of foliage, replacement of smaller plants and trees seems to be cited as a cause with some not having been replaced at all.*
 - *The length of time it has taken to address the above issues.*
 - *Several felt that a better “action plan” was needed in the future with emphasis on communication.*

Results: Traffic Issues.

- A significant proportion, 35%, felt more should be done to help monitor speed and adherence to traffic signs.
- Many of those added their own comments which centered on
 - **More permanent speed cameras.**
 - **Bringing in the police occasionally.**
 - **Ensuring bikes are kept safe on the paths.**
 - **Increasing the fines for persistent violators.**

Results: Gatehouse Communication/Operations

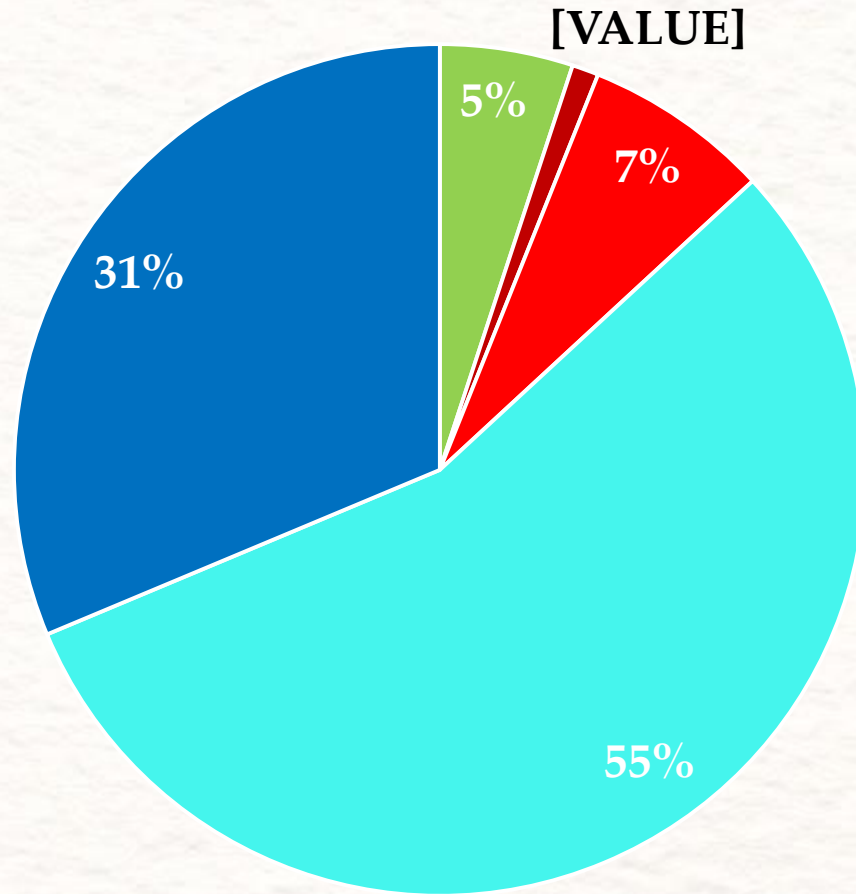
- While most use the automated system, 1 in 4 still telephone the gatehouse!!!
- 77% were aware of the 30 day pass.
- Only 1 in 3 were aware of the Three Oaks Gate “after-hours” key pad entry system for their guests.
- 87% indicated they would be likely to access their personal data held at the gatehouse to ensure it is kept up-to-date.

Results: Hotwire –The Issues!

- The highest level of dissatisfaction was for
 - Video-on-Demand 21%
 - Customer Service (ease of contacting) 16%
- 329 Made additional comments, these included (in order of frequency of mentioning)
 - *Providing CBS Sports Channel, Hallmark, Smithsonian, AHC Science Channels, Over-the-air Channels.*
 - *Providing more Movie Channels.*
 - *Increasing On-Demand coverage.*
 - *Voice remote, dissatisfaction in performance and no backlight.*
 - *Service issues.*
 - *Need access apps within set top box for Netflix and Amazon Prime.*

Results: SWCA-Overall Value for Money

Value for Money Based on Annual Dues



■ Don't Know

■ Very Dissatisfied

■ Fairly Dissatisfied

■ Fairly Satisfied

■ Very Satisfied

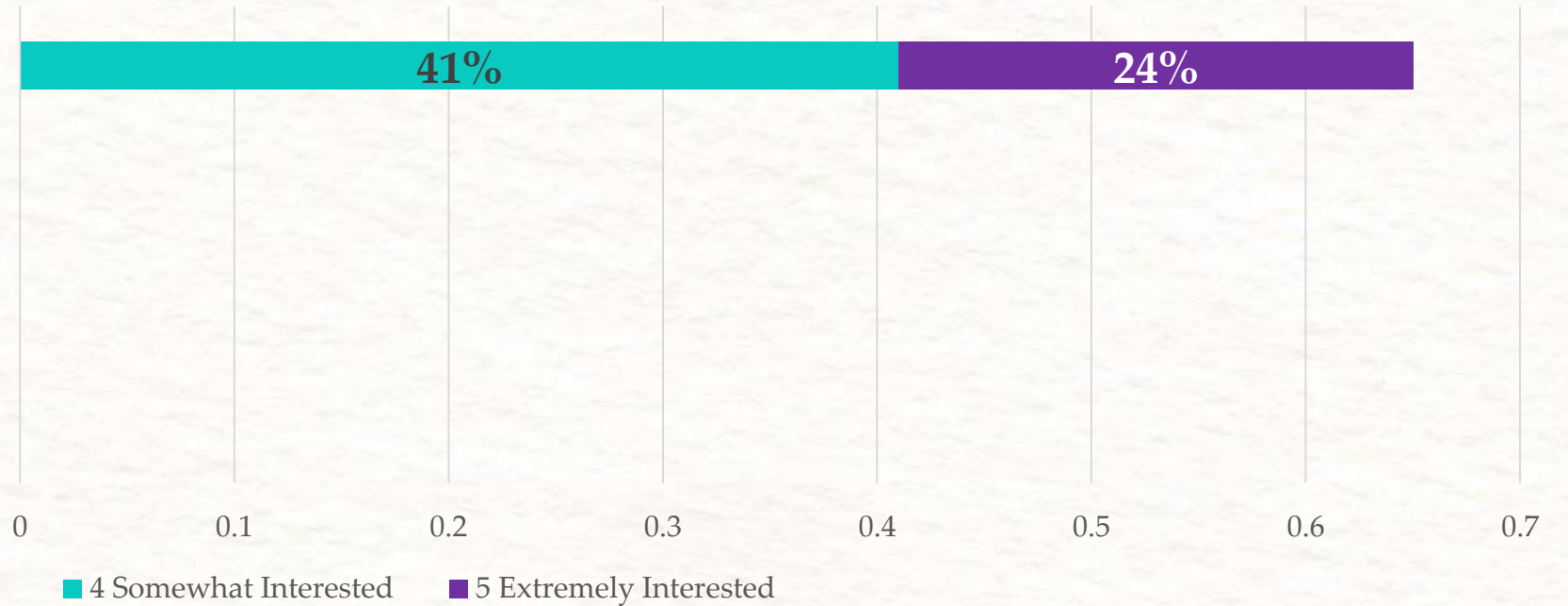
Results: SWCA Web Access

- 47% said they had accessed the SWCA website.
- Although 59% considered navigating the site “easy” of these, only 12% felt it was “very easy”.
- 58% felt they were able to obtain the information they were looking for “most of the time,” but clearly others did not always find what they were looking for!

Results: The Future Ideas- Level of interest

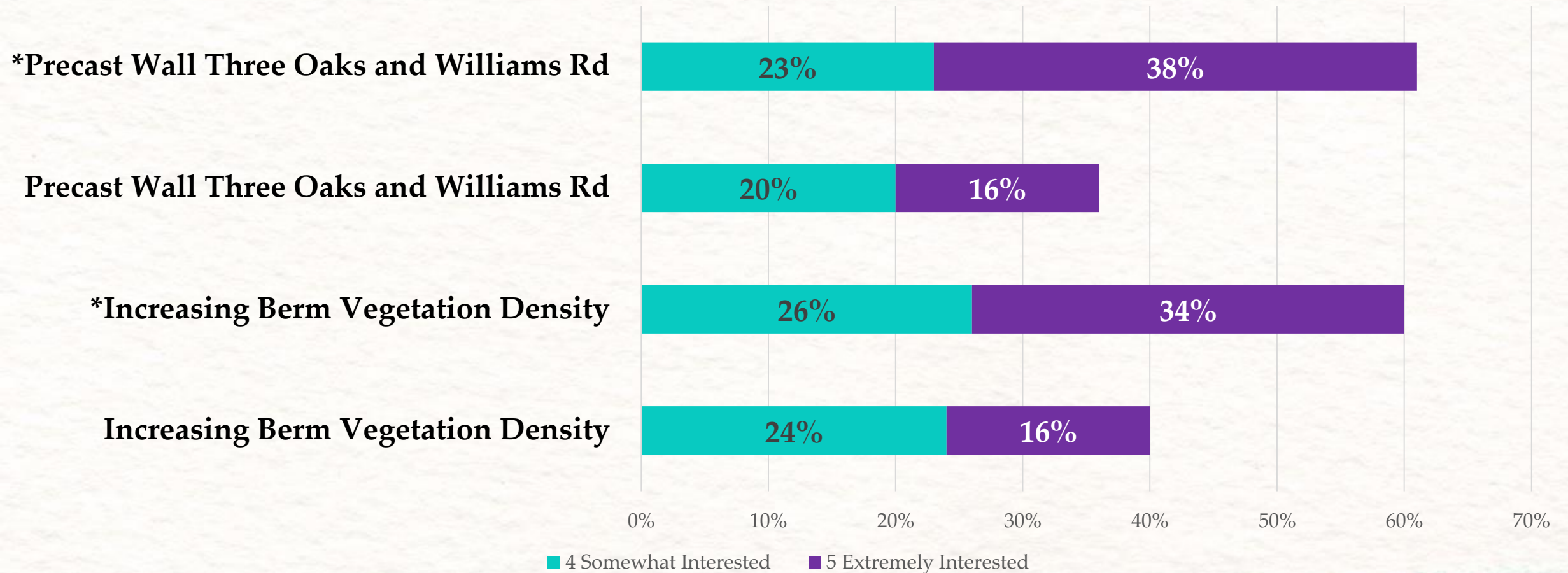
Interest Level (based on those rating- Overall

I.R. Perimeter Monitoring System



Results: The Future Ideas- Level of interest

Interest Level- By two subgroups on neighborhoods



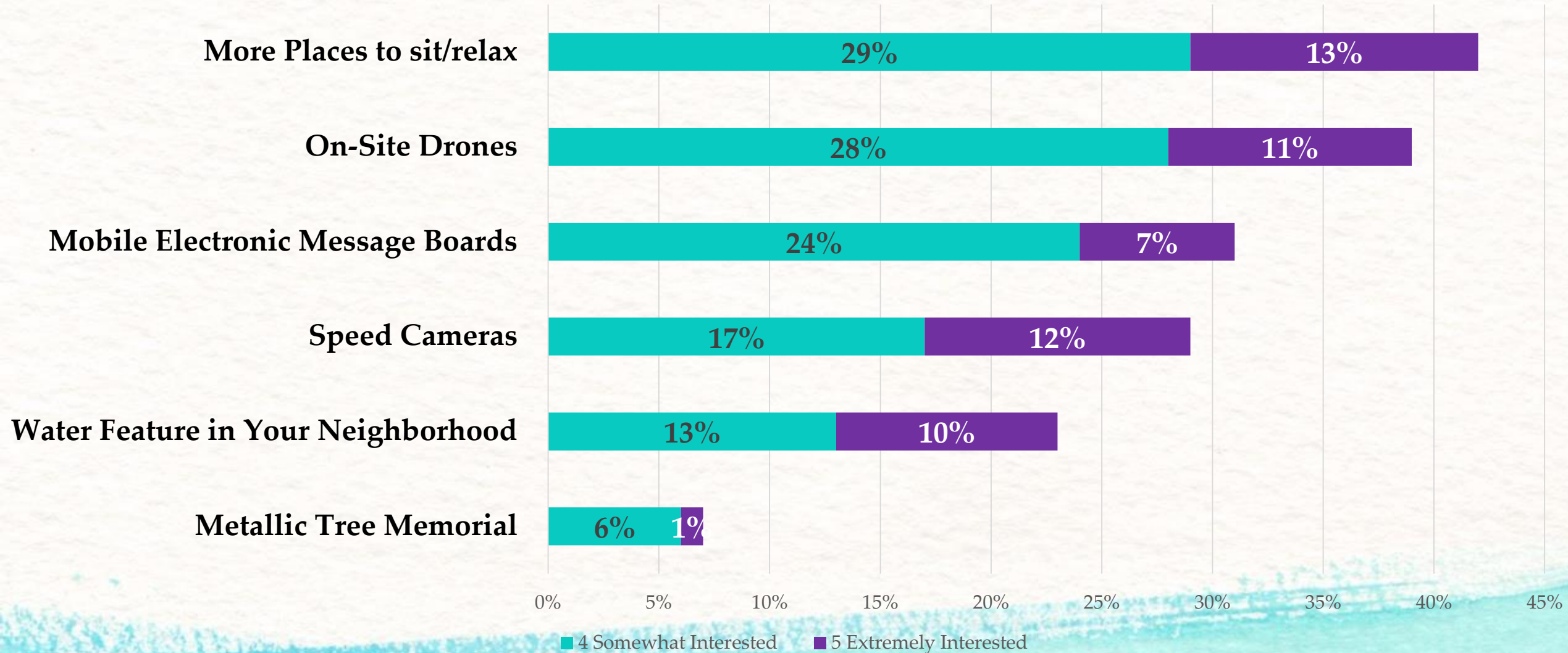
Note: * Statement relates to 10 neighborhoods bordering Three Oaks & other perimeter roads.

Longleaf/Northridge/Chartwell/Ginger Point/ Kenwood/ Glenview/Glen Lakes/ Orchid Ridge/Idlewilde/Magnolia Bend.

Not * are the other remaining neighborhoods

Results: The Future Ideas- Level of interest.

Interest Level (based on those rating- Overall)



*Thank
You!*

Allan Bowditch



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2019
SWCA
Residents' Survey
Next Steps!

*Presented by
Chic Ciccarelli*



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SWCA Survey 2019

Actions Planned

- Results to be posted on the SWCA website
- Teams already in place to address outcomes relating to
 - Gatehouse/Roving Patrols
 - Landscape/Hardscape
 - Hotwire
 - Website
 - Branding, including the Realtors Handout
- **Other Teams being considered:-**
 - Hurricane Preparedness
 - Others as needed.
- Utilizing ranked percentages and verbatims to guide team

SWCA Survey 2019

Actions Planned

- **Two Key Parts**
 - **Information for residents**
 - Burst emails cycling every two weeks (max.2 pages long)-Alternating Teams
 - **Specific Project Implementation for Teams – List & Assign**
 - **Posted on website**
- **Repeat Residents' Survey in 2021 and 2024**