

# 2019 SWCA Residents' Survey

*Presented by  
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**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.
- 66 Residents put their names forward for one of the listed committees which was excellent.

# Results: Differential between SWCA & SWCC

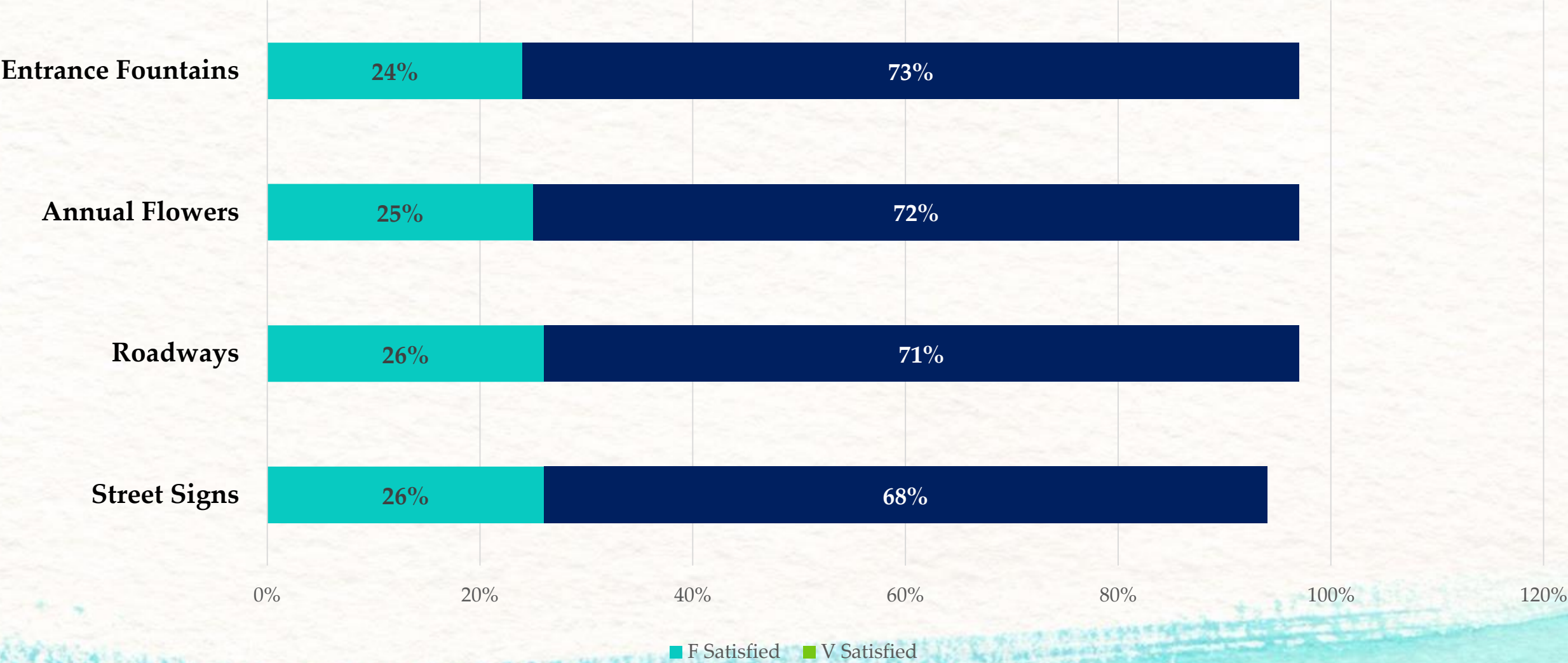
- 1 in 16 said they were unaware of the two Shadow Wood organizations (SWCA & SWCC).
- 36% felt the SWCA should do more to emphasize the merits of Shadow Wood to potential home buyers and Realtors.

# Results: Hurricane Irma

- 59% felt the SWCA response to Hurricane Irma was “Excellent” and a further 33% considered it “Good.”
- Only 1% considered the response “Poor.”
- 240 people added a comment about what the SWCA might do in the future. While many expressed their satisfaction others 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 with better communication and emergency numbers made available etc.*

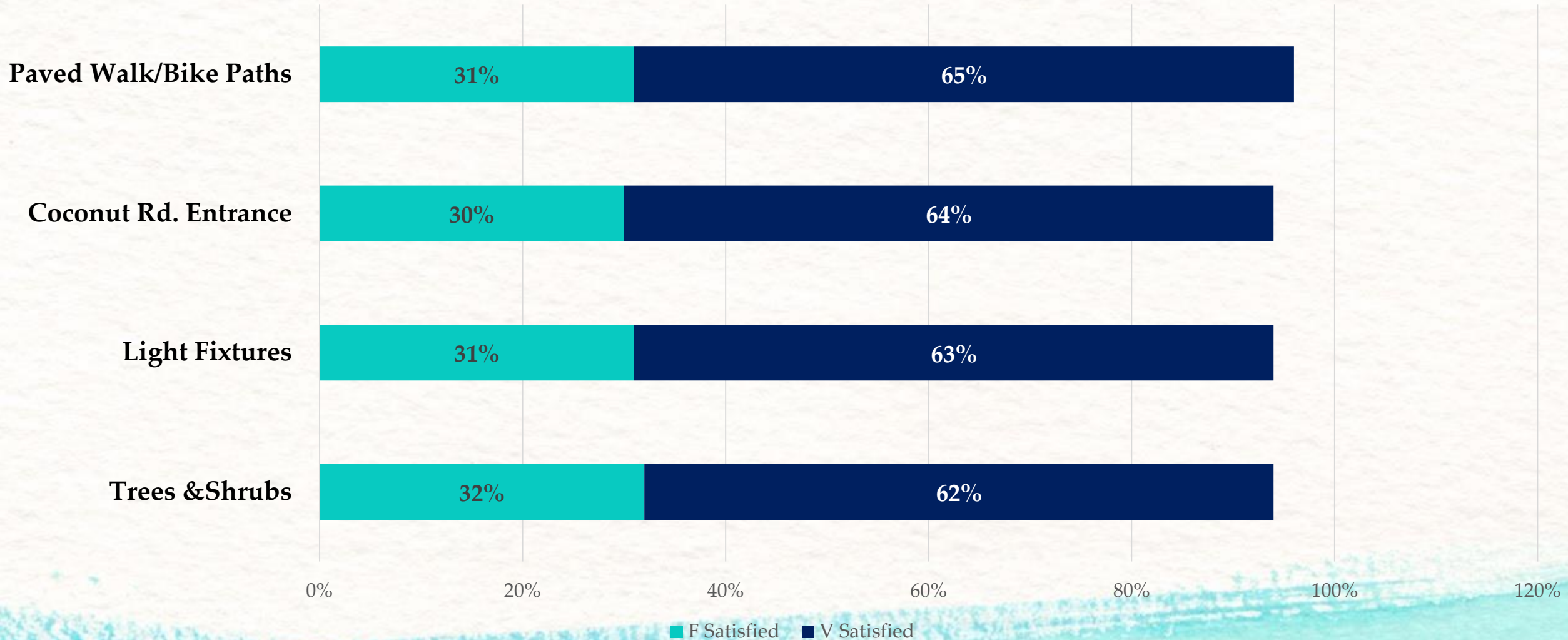
# Results: Level of satisfaction with listed features

Satisfaction Level (based on those rating)



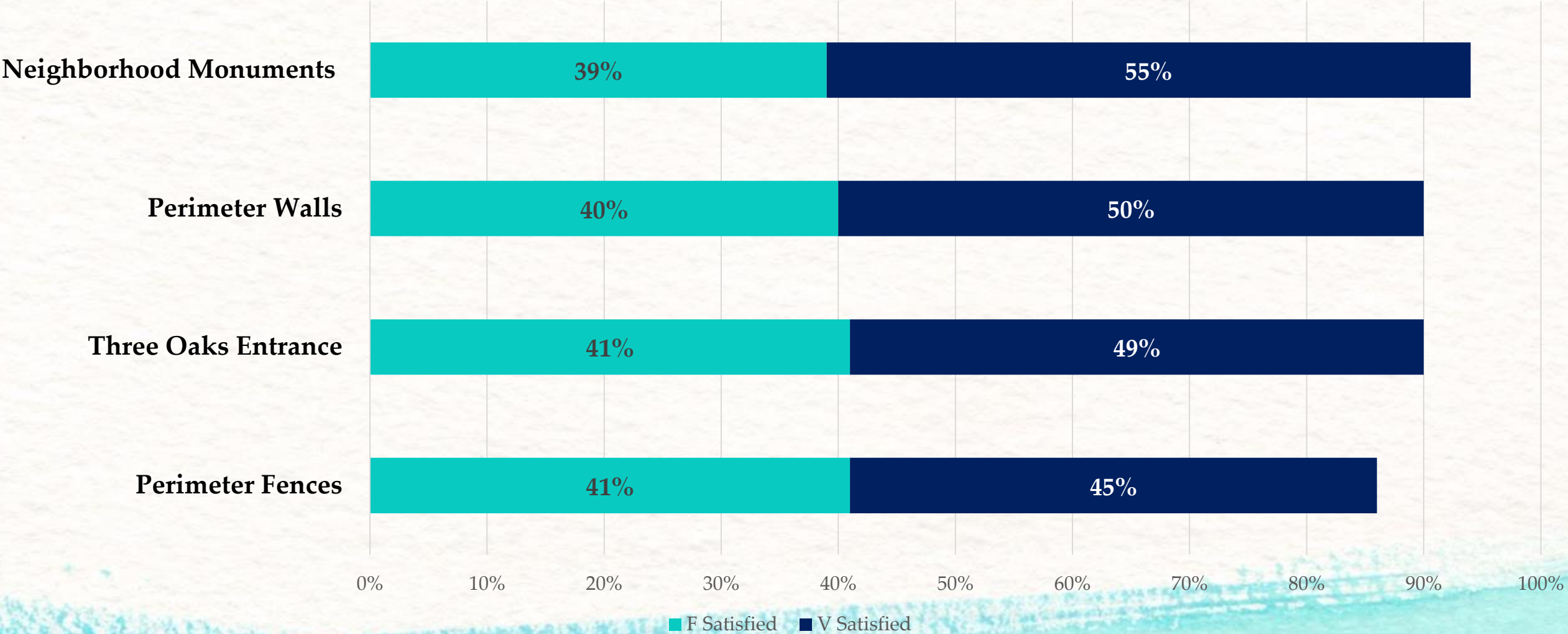
# Results: Level of satisfaction with listed features

Satisfaction Level (based on those rating)



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Satisfaction Level (based on those rating)





## Results: Traffic Issues.

- A significant number of residents, 35%, felt more should be done to help monitor speed and adherence to traffic signs.
- Many also added their own comments which centered on having more permanent speed cameras, bringing in the police occasionally, ensuring bikes are kept safe on the paths and increasing the fines for persistent violators.

*"Speed traps, more community patrol monitoring and pulling people over."*

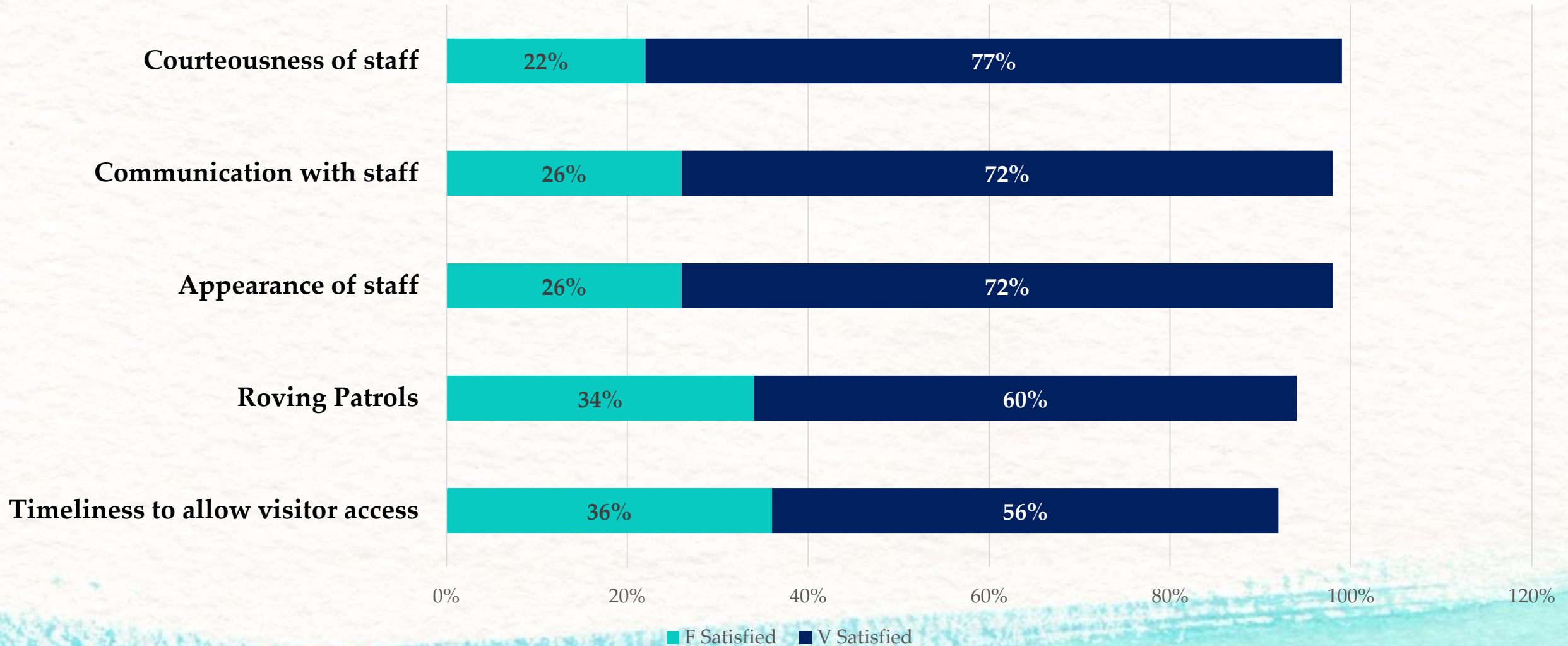
*"Radar to determine speed and cameras to photograph automobiles. Give two warnings then tickets."*

# Results: Gatehouse Communication

- 73% usually call the automated system to let visitors and vendors into SW, while 4% send an email.
- **BUT**-1 in 4 still telephone the gatehouse
- 77% were aware of the 30 day pass.
- But only 31% were aware of the Three Oaks Gate “after-hours” key pad entry system for their guests.
- 22% had called the gatehouse for roving patrol assistance, the vast majority feeling satisfied with the response (59% extremely so), but 1 in 10 were not happy!

# Results: Level of satisfaction with gatehouse

Satisfaction Level (based on those rating)



## Results: Access to gatehouse data

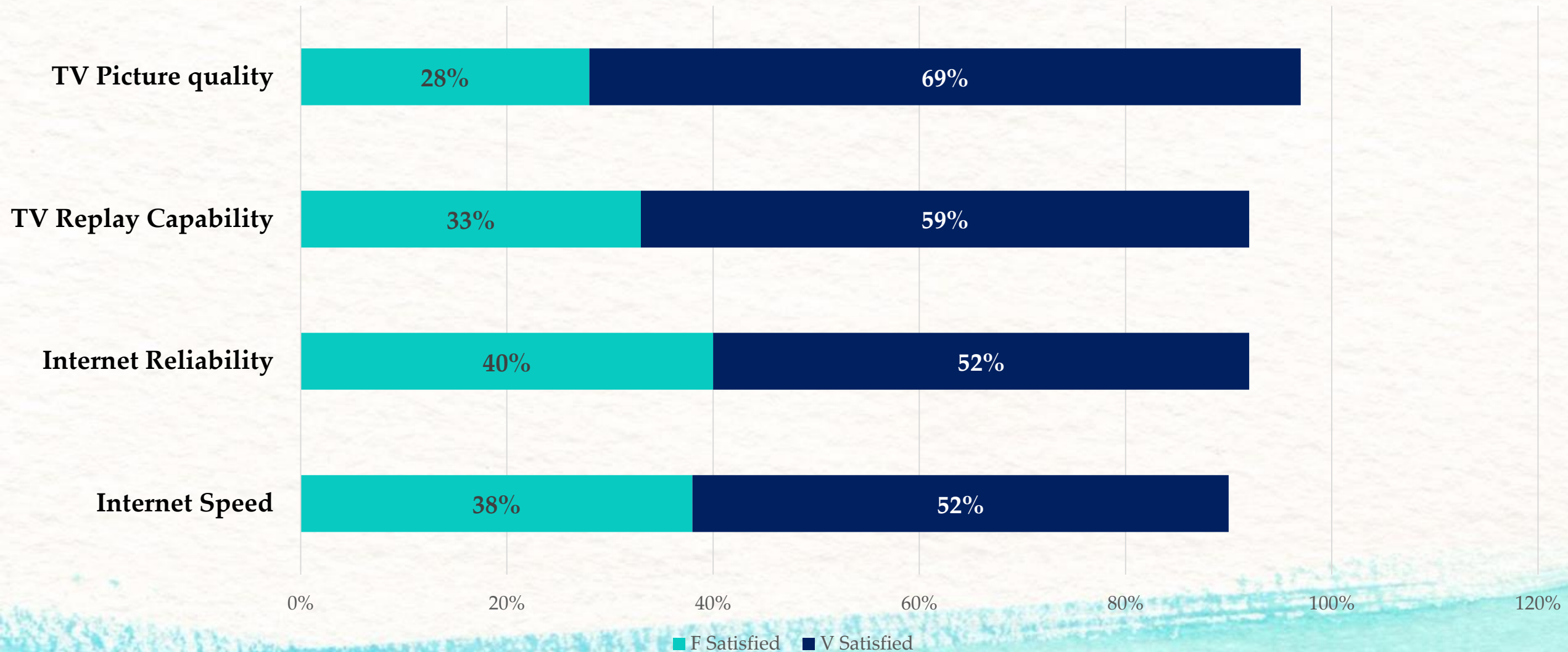
- 87% indicated they would be likely (56% “very likely”) to access their personal data held at the gatehouse to ensure it is kept up-to-date.
- There was mention of possibly creating a SWCA app for this purpose.
- Only 9% felt they would be unlikely to do so with 4% “don’t know”

## Results: Hotwire

- 88% felt that the standard bulk package agreed with Hotwire was “good value for money” (42% “very good”).
- Only 7% considered it “poor” (5% stated don’t know).

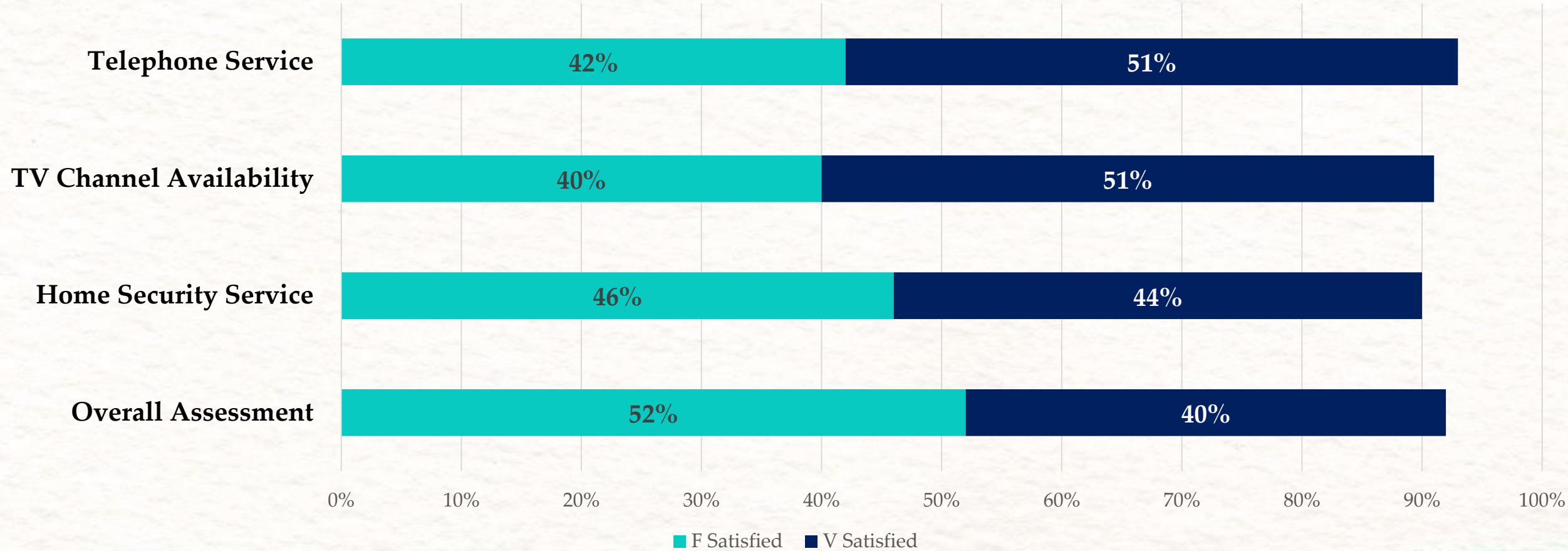
# Results: Level of satisfaction Hotwire's features

Satisfaction Level (based on those rating)



# Results: Level of satisfaction with Hotwire's features

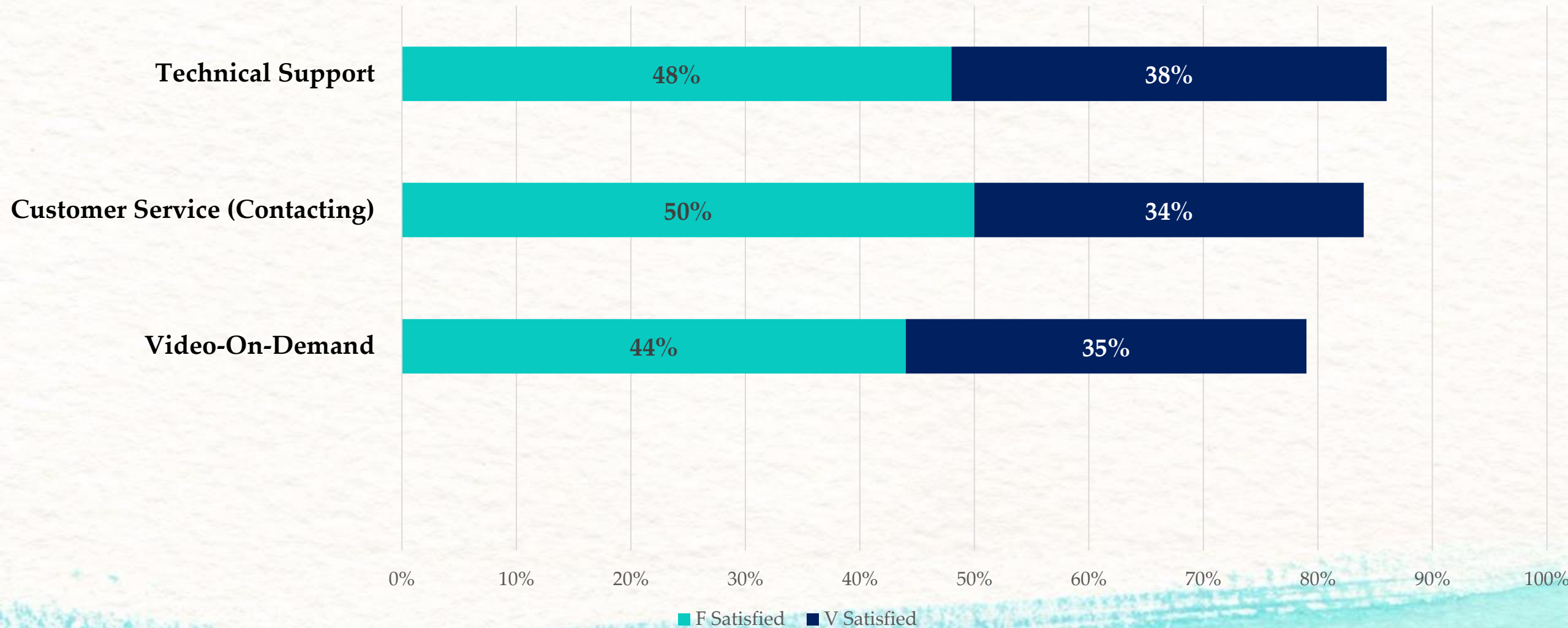
Satisfaction Level (based on those rating)



Note: Only those who use the Telephone service or Security Service are included in the ratings for those services.

# Results: Level of satisfaction with Hotwire's features

Satisfaction Level (based on those rating)



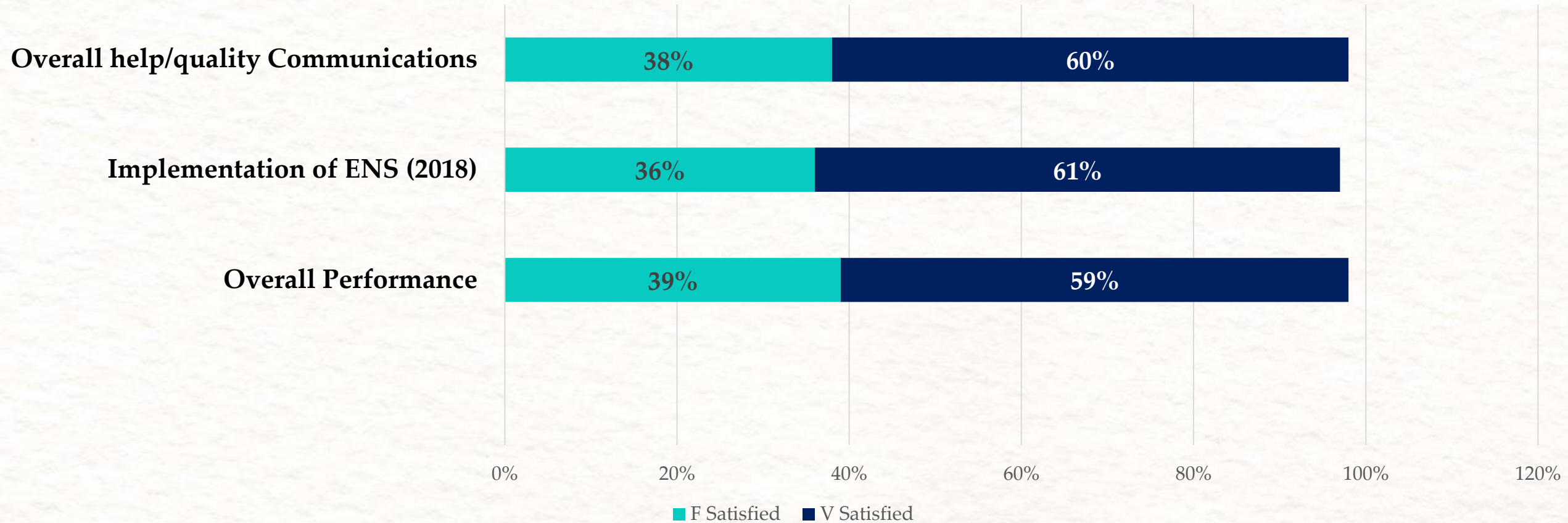


# Results: Hotwire

- 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: Level of satisfaction with SWCA services

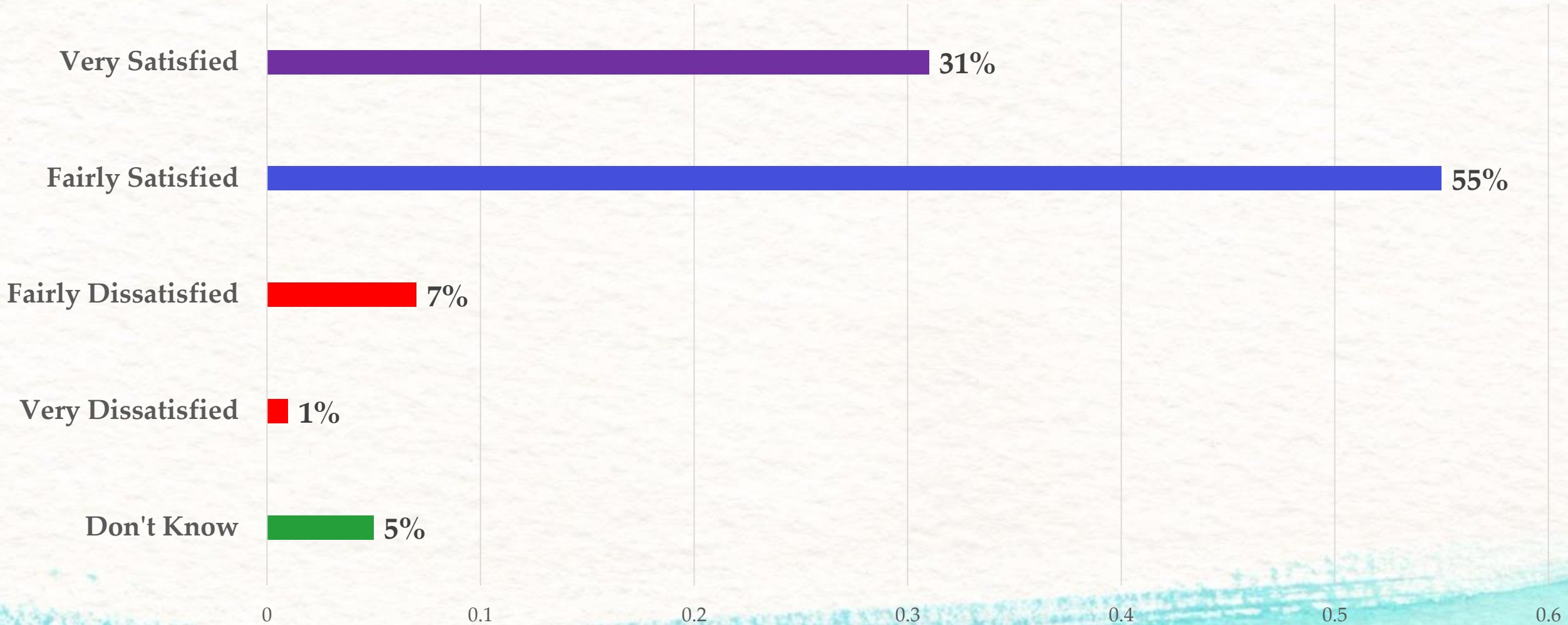
Interest Level (based on those rating)



**Note: 40% were unaware of the 2018 ENS Implementation**

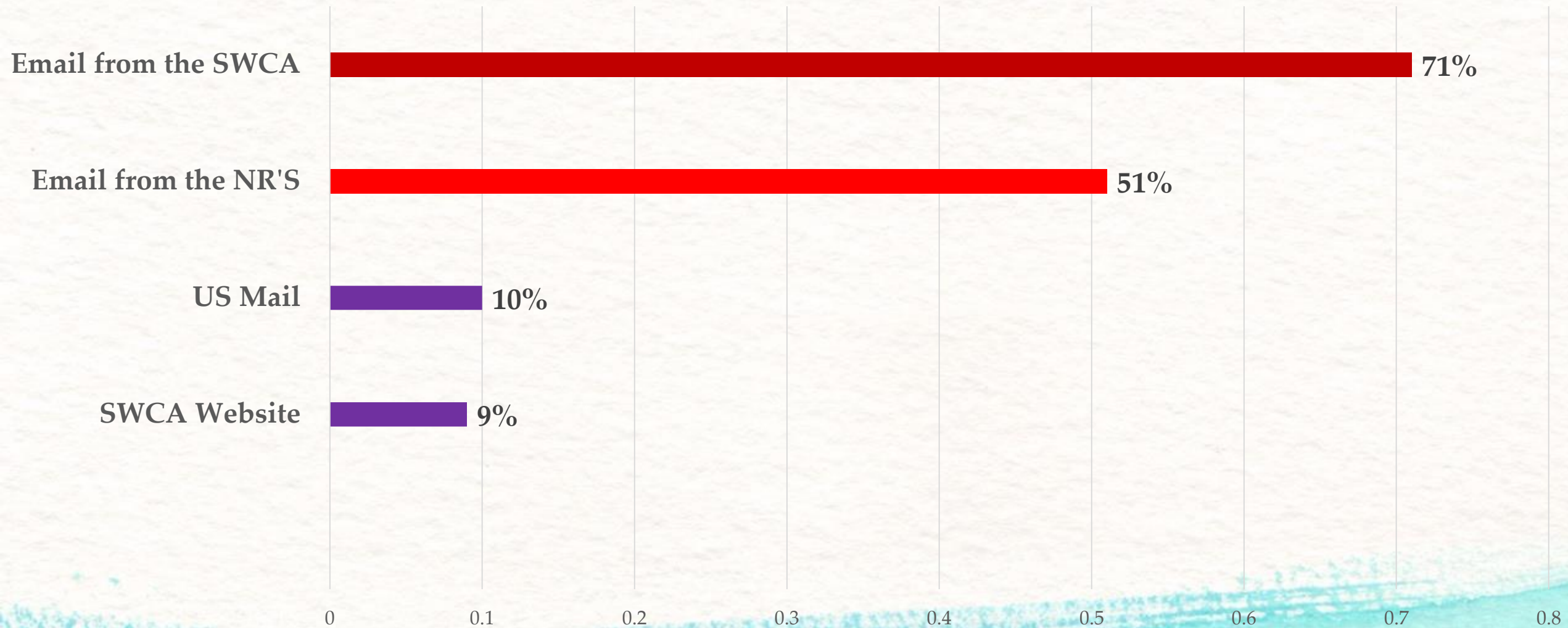
# Results: SWCA-Overall Value for Money

Value for Money based on Annual Dues



# Results: SWCA- Preferred Means of Communication

Preferred Method



## 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!

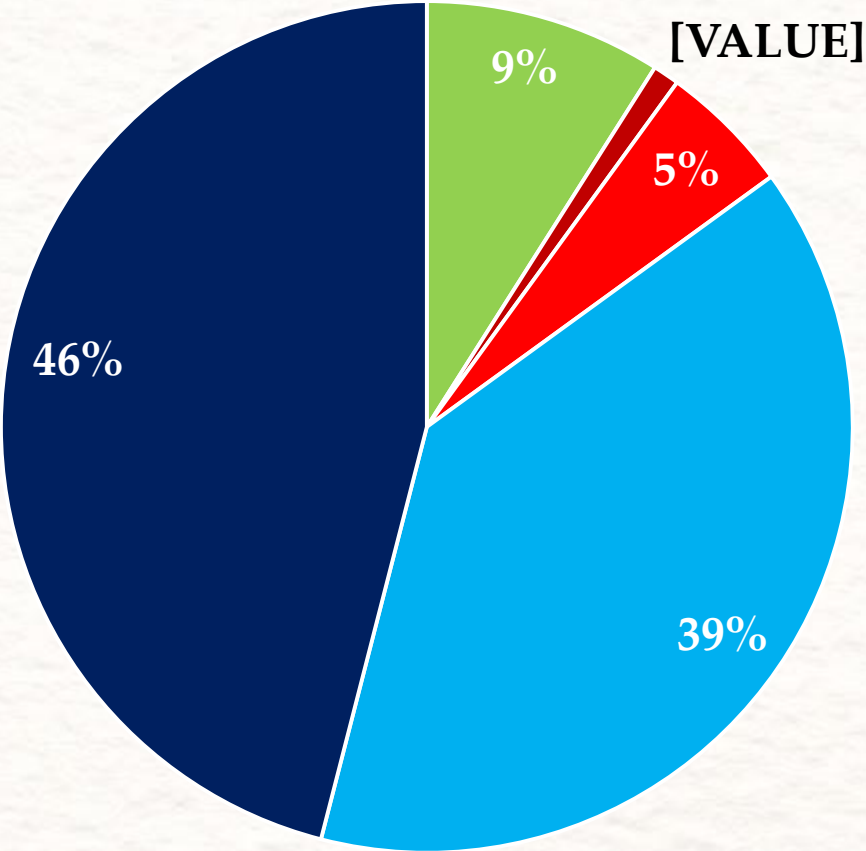
## Results: SWCA- Web Access

If the SWCA allowed greater access without the need for a password then:-

- Just over 1/3<sup>rd</sup> would be likely to use it “more often”.
- 43% would use it “about the same”, 4% “not at all” while the remainder were unsure.

# Results: SWCA- Effectiveness of the NR'S

Effectivness of NR's



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

## Results: SWCA- New Residents

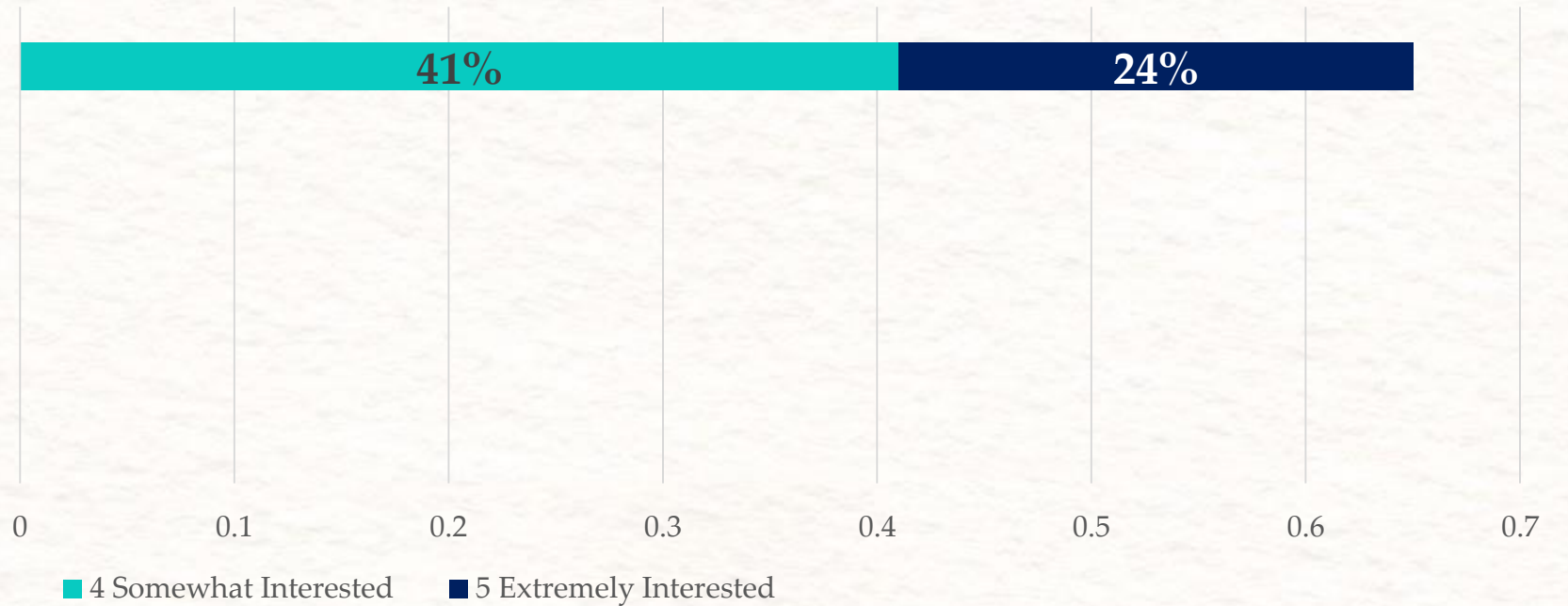
- Only 33% were aware of the “orientation” provided by SWCA to new homeowners.
- 79% considered the service important (46% “very important”)



# Results: The Future Ideas- Level of interest

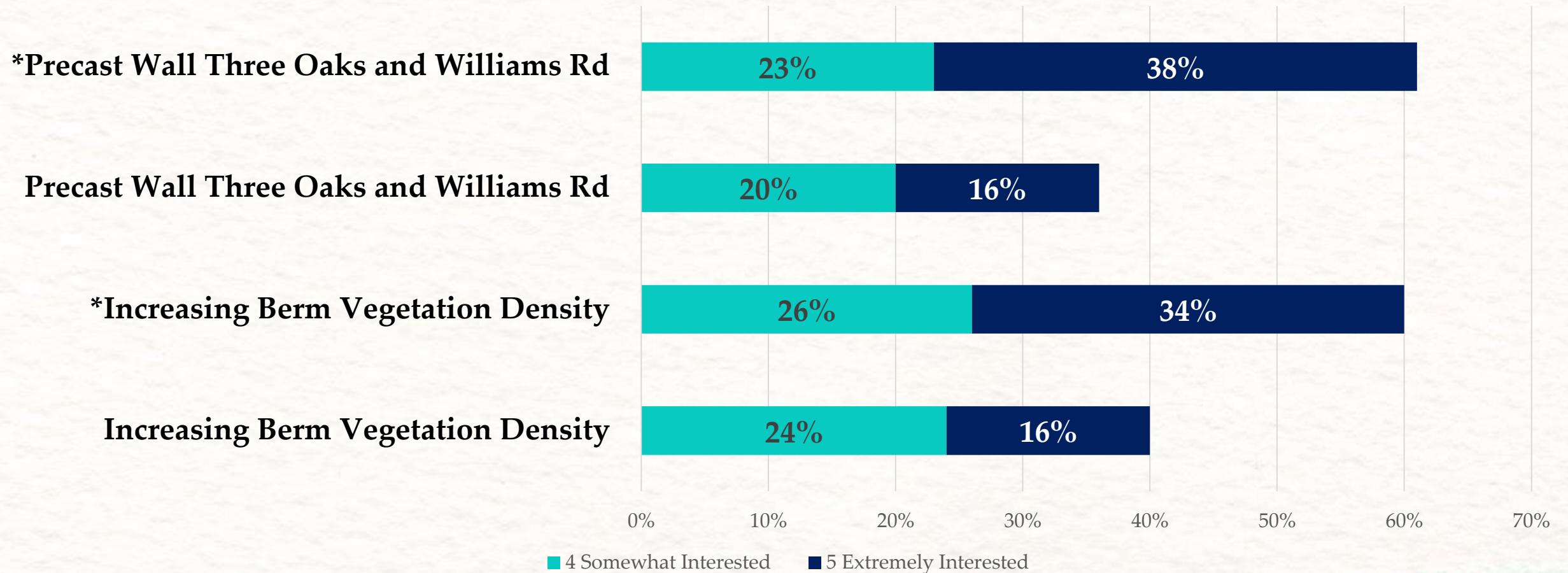
Interest Level (based on those rating- Overall

I.R. Perimeter Monitoring System



# Results: The Future Ideas- Level of interest

Interest Level- By two subgroups on neighborhoods



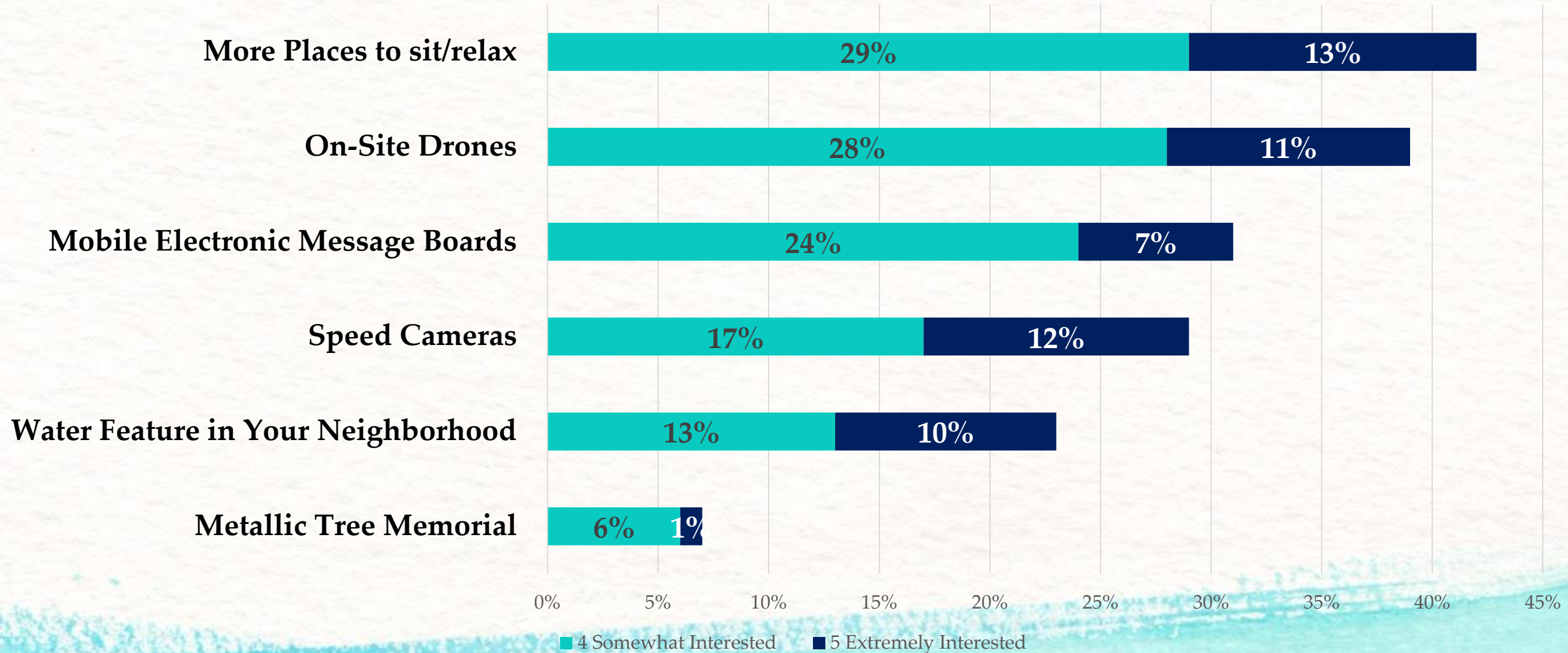
Note: \* Statement relates to 10 neighborhoods bordering Three Oaks & other perimeter roads.

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 )



# Results: Additional Comments

- 179 People added a wide variety of comments at the end of the survey. These are all interesting and important for Management and the Board. Those noteworthy are:-
- *Concerns expressed about road noise.*
- *Improvement of the bedding plants and bushes along the walkways.*
- *Apps/ email communication needed with the gatehouse.*
- *Some expressed about the 2 story extensions being approved which are not considered "suitable designs" for SW.*
- *Concerns about Barcodes not being cancelled after residents leave SW.*
- *Keep expenses under control.*
- *Some dislike expressed about the lamp-post/signage color.*
- *BUT --lots of praise overall too!*

*Thank  
You!*

*Allan Bowditch*



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