



A Summary of the Results from The SWCA 2019 Residents' Survey

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The total number of residents who took part was 1,415. This represents an overall response of 66% (based on the 2159 emails sent). Over 100 residents indicated that they would like to become involved in one of the Association's committees, an excellent response. Those individuals have been contacted by the management team.

There were a number of very positive results obtained in response to the survey. Details will now follow.

Although the majority were aware of the two main Shadow Wood organizations, namely the Country Club and the Community Association, there are still 1 in 16 who seem unclear that these two organizations have separate responsibilities and have their own independent Board of Directors and management staff.

Many (36%), felt the Community Association should do more to emphasize the merits of Shadow Wood to Realtors as a place to live.

There was high praise for SWCA's response to Hurricane Irma. 59% said it was "excellent" and another 33% "good". Nevertheless, there were some concerns expressed e.g.

- The loss of privacy along the berms and berm erosion.
- The loss of foliage, replacement with smaller plants and trees seemed to be the cause.
- The time it has taken to address these issues was a criticism by some.
- Several felt that an "action plan" was needed with better communication to residents.

Landscape and Hardscape

There was broad satisfaction with many of the aspects relating to landscaping and hardscape (fences, monuments, walls, entrances, etc.), however, here too there were many suggestions relating to what improvements might be considered.

- More colorful annuals
- Less of certain types of plants, e.g. begonias
- Less frequent changing of plants.

Gatehouse and Patrols

A significant number (35%) felt more should be done to help reduce speeding and adherence to traffic signs in Shadow Wood.

With regard to gatehouse communications,

- ❖ 73% usually call the automated system to let visitors and vendors into SW, while 4% usually send an email.
- ❖ BUT-1 in 4 still telephone the gatehouse, something which the SWCA wishes to reduce because it can tie-up the staff in the gatehouse when trying to allow visitor/vendor access.
- ❖ 77% were aware of the 30-day pass.
- ❖ Only 31% were aware of the Three Oaks Gate “after-hours” key pad entry system for their guests. This seems a procedure worth communicating to residents again.
- ❖ 22% had called the gatehouse for roving patrol assistance, the vast majority feeling satisfied with the response (59% extremely so), although 1 in 10 were not happy with the response. The Gatehouse Manager will review these concerns.

An overwhelming proportion of residents are at least “fairly satisfied” with the gatehouse staff and how they assist residents and visitors. On many of the categories listed, well over 60% indicated they were “extremely satisfied” with their performance.

If residents were provided with the ability to update their records (car registration, family guests, passes for regular vendors, etc.) at the gatehouse via an electronic process, 87% indicated they would do so to ensure the details were kept up-to-date. This seems to be an important feature to implement as soon as possible.

Hotwire Communications.

88% considered the standard bulk package agreed with Hotwire was a “good value for money” (42% “very good”). Only 7% considered it “poor”. Looking at the range of service features that were rated by residents, around 90% were at least “fairly satisfied” on most categories and of those, around 50% were “extremely satisfied”. Although only 53% of residents in the survey used the Hotwire telephone service and 15% used their security service, those respondents were equally satisfied with their respective services.

The highest level of dissatisfaction expressed was for Hotwire’s Video-on-Demand feature (21%) and their Customer Service (16%). 329 residents made suggestions about what additional channels or improvements they would like to see. The main comments centered on:

- ❖ 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.

The SWCA Services

98% were satisfied with the overall performance of the SWCA (59% extremely so). 86% said they were satisfied with the value for money offered based on the annual dues (31% “extremely satisfied”). However, there was a minority who felt that the Community Association should be conscious of their concerns about any potential significant increases in the annual fees.

Residents prefer to receive their communications from the SWCA by either direct emails (71%) or by emails from the Neighborhood Representatives (51%). 85% considered the Neighborhood Representatives (NR’s) to be effective at what they do, 46% extremely so.

It seems that only 47% have accessed the Community Association’s website, and although 59% considered it easy to navigate, only 12% felt it was “very easy”. While 58% felt they were able to obtain the information they were looking for “most of the time,” clearly, others did not always find what they were looking for! It would therefore seem that there is a need to initiate an upgrade of the website and make it more “user-friendly”. If it was possible to access most of the information without a password just over a third would be likely to use the website more often.

Only one-third of residents were aware of the new homeowners’ orientation, although almost 80% felt it was an important service to provide.

Future Ideas for Consideration

Only one suggestion gained the interest of over 50% of those who took part; this was the idea of installing an infra-red perimeter monitoring system. Just under 50% expressed interest in both increasing the density of the vegetation along the berms and installing precast concrete panels along Three Oaks and Williams Road for noise reduction within Shadow Wood.

However, when looking at the data by the communities that border key perimeter roads (Longleaf/ Northridge/ Chartwell/ Ginger Pointe/ Kenwood/ Glenview/ Glen Lakes/ Orchid Ridge/ Idlewilde/ Magnolia Bend) and those that do not, we see a significant difference in the interest of both perimeter walls and increasing berm vegetation 61% to 36% and 60% to 40% respectively. There was very little difference in the results for all other potential ideas which did not gain much traction!

Among the 179 additional comments made at the end of the survey were the following points:

- ❖ Concerns expressed about road noise.
- ❖ Improvement of the bedding plants and bushes along the walkways.
- ❖ Apps/ email communication needed with the gatehouse.
- ❖ Some expressed concern about the two-story extensions being approved which are not considered “suitable designs” for SW.
- ❖ Concerns about Barcodes not being cancelled after residents leave SW.
- ❖ Keeping expenses under control.
- ❖ Some dislike expressed about the lamp-post/signage color.

BUT –there was lots of praise too throughout all segments of the survey!

Once again, we would like to thank you for your participation. The quantitative results and the many verbatim comments will be carefully reviewed and **where appropriate, actioned!** Over the short and longer term, you will start to see how the management and Board will address the information and implement those changes that will help to have a positive effect on our community and your enjoyment.

Please note the PowerPoint presentation provided at the March 26th Board meeting is available on the SWCA website and can be accessed by clicking [here](#).

This version represents the “executive” summary, a more extensive version, which provides additional information is also available on the SWCA website by clicking [here](#).

A “plan of action” can also be found on the website. This will enable residents to stay informed of the progress being made by the various committees reviewing the items highlighted in the survey results.