

Sterling Woods 2 Survey Results:

Stephen Griffing 6/12/2019

Executive Summary: 63% (225 of 358) of unit owners responded which is a very high result for surveys. Although there was some clear direction with responses on the YES/NO types of questions, there were some basic flaws with the ranking questions that essentially invalidates the rankings but there is value in many of the associated comments.

Detail:

Yes/ No Questions:

Question 1. When mailboxes are replaced per the capital reserve study, would you prefer locked mailboxes with keys?

Yes	28.32%
<u>No</u>	<u>50.88%</u>
Don't care	20.80%

Question 2. Are you in favor of a pool heater?

Yes	34.53%
<u>No</u>	<u>47.98%</u>
Don't Care	17.49%

Question 3. If the pool were heated, would you use it more than you do currently?

Yes	35.56%
<u>No</u>	<u>64.44%</u>

Question 4. If a jetted hot tub was installed in the pool facility would you use it?

Yes	25.66%
<u>No</u>	<u>74.34%</u>

Comments: There is no driver for a pool heater or hot tub, not even a majority, but comments support considering keeping the pool open later in the season, through September.

Question 10. Should we add some type of water statement/fountain to our community main entrance at the intersection of Nabby Road and Silversmith Drive?

Yes	12.44%
<u>No</u>	<u>67.11%</u>
Don't care	20.44%

Question 11. Should we add some type of artwork/sculptures along the main entrance boulevard?

Yes	6.70%
<u>No</u>	<u>70.09%</u>
Don't care	23.21%

Question 12. Should we create/designate a specific area to walk/curb dogs?

Yes	39.91%
No	33.63%
Don't care	26.46%

Comments: Clearly No for fountain and artwork. Somewhat ambivalent on dog area but not a clear directive from majority that this is a priority, but owner comments are numerous.

Ranking Questions 5 & 7. These questions were the most problematic. There was a major error in the formatting of the questions resulting in the inability to produce meaningful results statistically, but the comments are valuable and should be considered by the board going forward.

Errors: Respondents were asked to rank preferences 1 to X with X being the most valuable and 1 being the least. It was learned, after the fact, that SurveyMonkey requires ranking in the reverse order with

the most valuable being ranked 1. The results are evaluated and weighted accordingly, and the default cannot be changed.

Also, a large number of respondents only ranked one or two items within a question, or tried to rank with all the same number (thereby not ranking at all) and it was often not clear what the ranking number represented. This can cause an additional and sometimes unknown issue with the ranking.

Survey Monkey indicated that if everyone answered the questions according to the directions, i.e. in reverse order, then we could simply reverse the final scores. But there is strong indication that many respondents ranked the items from 1 to X instead of X to 1 or didn't rank at all. Analysis of every response indicated that, based on their comments versus their corresponding ranking, many respondents assumed that 1 was the most valuable and X was the least valuable. An example would be someone who ranked improving the gym as their least important item (i.e. 1) but then proceeded to list all of the things they would like to see improved in the gym.

It was easier to estimate if a respondent ranked them backwards based on their comments. It was estimated that of the 97 folks who made comments, approximately 25% probably ranked the items in reverse. One could reasonably assume that therefore 25% of all respondents did the same. A natural mistake to make.

Therefore, with the ranking questions it is difficult to make any accurate conclusions by looking at the ranking numbers alone. The best that can be concluded is that the ranking order is reversed but with a 25% error. But since there was not a clear differentiation on any of the items within each question, regardless of which order they were ranked, I think the best thing is disregard the rankings and use the comments as guidance.

Question 5: Please Rank the following clubhouse projects in order in which you believe each would improve the overall value of our community; 1=least valuable to 6= most valuable.

With the above disclaimer and reverse adjustment: The top two answers indicate preference for upgrading the bathrooms, lockers and interior of the clubhouse staying within the existing footprint.

The least popular are upgrades to the gym and addition of any outdoor sports facilities.

Question 7: Please rank the following outdoor common area projects in the order which you believe each would improve the overall value of our community; 1 = least valuable to 4 = most valuable.

With the above disclaimer and reverse adjustment: The top two are improve existing walking trails throughout the wooded areas surrounding the community and add benches.

The least popular are improving the common island areas and developing the space between Bradford Drive and Revere Road (i.e. Gazebo etc.).

Questions 6, 8,9,13. Comments only. Use for guidance from unit owners.

Final Summary: There is clear direction on many items. For others like the mailboxes, when we are ready to replace and choose to survey the unit owners, it would be important to lay out all the associated costs/savings of each option.

The comments offer opportunities to gauge unit owner sentiment and maybe opportunity for clarification of some common items in the monthly newsletter.