



**Waterlefe Community
Survey 2017**

1.0 Introduction

The Waterlefe Strategic Planning Committee developed a survey to obtain feedback from homeowners about current operations and thoughts about future opportunities for the community. Community members were notified via email about the survey. Community members had the opportunity to take the survey on-line or by filling out a hard copy version. One survey was accepted from each homeowner. Survey responses were collected during October 15, 2017 – November 15, 2017. 495 members of the Waterlefe community took the survey. This report provides a summary of survey questions and responses.

2.0 Demographics

- A majority (60.59%) of survey respondents are male and 39.41% are female.
 - An overwhelming majority (90.04%) of survey respondents are age 56 or older. 9.96% of survey respondents are under the age of 56.
 - An overwhelming majority (95.24%) of survey respondents do not have children living in the home.
 - A majority of survey respondents (59.78%) are fulltime residents. 38.65% of survey respondents are seasonal/part-time residents. Less than 2% of survey respondents spend no time at their Waterlefe/rental property.
 - Slightly less than one-third (30.63%) of survey respondents have lived in their current homes for 0-5 years; 26.58% have lived in their current homes 15 years or more; 25% have lived in their current homes for 11-14 years; and 17.79% have lived in their current homes for 6-10 years.
 - More than half (54.18%) of survey respondents live in Executive Homes, 27.77% live in Villas, and 18.06% live in Condos.
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3.0 Findings

Section 4.0 provides a summary of the responses to the survey questions. It also includes “Notable Findings” for certain questions, which are key highlights or conclusions developed from the survey responses. To provide a quick summary of the survey, the notable findings are presented below:

Survey respondents feel safe living at Waterlefe. Respondents recommended that the CDD and MPOA to have similar missions, more transparency and work together. Survey respondents indicated that they are less likely to support purchases or improvements that would result in higher assessment or fees. Respondents suggested that the MPOA and CDD find ways to reduce fees. Survey results show that most residents support improving current amenities including better landscaping, lighting at entrances, etc. Survey respondents indicated that they would like seasonal/variety options and more accessibility for dining.

4.0 Summary of Survey Responses

This section provides a summary of the responses to each survey question.

Q1: The Waterlefe MPOA or CDD should:

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Continue to actively enforce covenants of MPOA (eg. parking violations, homeowner violations).	54.07% 259	36.74% 176	6.47% 31	1.04% 5	1.67% 8	479
Maintain and repair existing amenities before purchasing/building anything new.	56.82% 275	32.85% 159	7.64% 37	2.07% 10	0.62% 3	484
Improve the landscape of common areas throughout community.	41.12% 199	33.68% 163	18.39% 89	5.37% 26	1.45% 7	484
Provide stricter enforcement and fines for those who do not pick up pet waste.	64.18% 310	23.81% 115	7.87% 38	3.31% 16	0.83% 4	483
Continue to manage/repair erosion of ponds and waterways.	51.03% 247	37.81% 183	7.64% 37	1.65% 8	1.86% 9	484

Q1: The Waterlefe MPOA or CDD should:

- The majority (90.81%) of survey respondents strongly agree or agree that the MPOA and CDD should continue to actively enforce covenants of MPOA (e.g. parking violations, homeowner violations).
 - The majority (89.67%) of survey respondents strongly agree or agree that the MPOA and CDD should maintain and repair existing amenities before purchasing/building anything new.
 - The majority (74.8%) of survey respondents strongly agree or agree that the MPOA and CDD should improve the landscape of common areas throughout the community.
 - The majority (87.99%) of survey respondents strongly agree or agree that the MPOA and CDD should provide stricter enforcement and fines for those who do not pick up pet waste.
 - The majority (88.84%) of survey respondents strongly agree or agree that the MPOA and CDD should continue to manage/repair erosion of ponds and waterways.
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Q2: Please indicate your feelings about each of the following statements. I am willing to incur increased assessments or fees:

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
To expand the River Club Dining Room	6.14% 29	13.14% 62	23.09% 109	36.44% 172	21.19% 100	472
To construct bocce ball court on property	5.92% 28	11.84% 56	24.10% 114	25.79% 122	32.35% 153	473
To construct a pickle ball court on property	11.16% 53	13.26% 63	25.05% 119	21.68% 103	28.84% 137	475
To construct a dog park on property	10.57% 50	16.91% 80	22.20% 105	21.56% 102	28.75% 136	473
To acquire land outside of Waterlefe boundaries for future needs of the neighborhood	7.45% 35	20.00% 94	23.83% 112	20.43% 96	28.30% 133	470
To expand the River Club Bar area	10.78% 51	23.47% 111	19.66% 93	24.95% 118	21.14% 100	473

Q2: Please indicate your feelings about each of the following statements. I am willing to incur increased assessments or fees:

- The majority (57.63%) of survey respondents strongly disagree or disagree that they would be willing to incur increased assessments or fees to expand the River Club Dining Room. 19.28% of survey respondents strongly agree or agree that they would be willing to incur increased assessments or fees to expand the River Club Dining Room.
 - The majority (58.14%) of survey respondents strongly disagree or disagree that they would be willing to incur increased assessments or fees to construct bocce ball court on property. 17.76% of survey respondents strongly agree or agree that they would be willing to incur increased assessments or fees to construct bocce ball court on property.
 - The majority (50.52%) of survey respondents strongly disagree or disagree that they would be willing to incur increased assessments or fees to construct a pickle ball court on property. 24.42% of survey respondents strongly agree or agree that they would be willing to incur increased assessments or fees to construct a pickle ball court on property.
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Q2 Continued: Please indicate your feelings about each of the following statements. I am willing to incur increased assessments or fees:

- The majority (50.31%) of survey respondents strongly disagree or disagree that they would be willing to incur increased assessments or fees to construct a dog park on property. 27.48% of survey respondents strongly agree or agree that they would be willing to incur increased assessments or fees to construct a dog park on property.
 - Slightly less than half (48.73%) they would be willing to incur increased assessments or fees to acquire land outside of Waterlefe boundaries for future needs of the neighborhood. 27.45% of survey respondents either agree or strongly agree that they would be willing to incur increased assessments or fees to acquire land outside of Waterlefe boundaries for future needs of the neighborhood.
 - Slightly less than half (46.09%) of respondents strongly disagree or disagree that they would be willing to incur increased assessments or fees to expand the River Club Bar area. A little more than one third (34.25%) of survey respondents strongly agree or agree disagree that they would be willing to incur increased assessments or fees to expand the River Club Bar area.
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Q3: Do you agree or disagree with the following statements about your safety in the Waterlefe community?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
I feel safe in my neighborhood.	46.07% 217	48.20% 227	3.40% 16	1.91% 9	0.42% 2	471
I feel safe when using the River Club facilities.	55.96% 263	41.06% 193	2.77% 13	0.00% 0	0.21% 1	470
I feel safe when using the Golf Club facilities.	44.08% 201	33.99% 155	21.49% 98	0.22% 1	0.22% 1	456
I feel the CERT team has prepared me in the event of a weather emergency.	19.19% 90	40.09% 188	33.48% 157	5.76% 27	1.49% 7	469
I feel Front Gate security improves overall safety at Waterlefe.	32.48% 153	45.44% 214	14.01% 66	5.94% 28	2.12% 10	471
I feel Back Gate closure to all EXCEPT Waterlefe residents has improved safety of the neighborhood.	38.51% 181	41.70% 196	15.53% 73	2.55% 12	1.70% 8	470

Q3: Do you agree or disagree with the following statements about your safety in the Waterlefe community?

- An overwhelming majority (94.27%) of survey respondents strongly agree or agree that they feel safe in their neighborhood.
 - An overwhelming majority (97.02%) of survey respondents strongly agree or agree that they feel safe when using the River Club facilities.
 - The majority (78.07%) of survey respondents strongly agree or agree that they feel safe when using the Golf Club facilities.
 - The majority (59.28%) of survey respondents strongly agree or agree that the CERT team has prepared them in the event of a weather emergency.
 - The majority (77.92%) of survey respondents strongly agree or agree that the front gate security improves overall safety at Waterlefe.
 - The majority (80.21%) of survey respondents strongly agree or agree that the back gate closure to all except Waterlefe residents has improved safety of the neighborhood.
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Q4: Do you agree or disagree with the following statements?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
CDD meetings are scheduled conveniently to encourage resident participation.	8.53% 40	37.10% 174	39.23% 184	10.66% 50	4.48% 21	469
MPOA meetings are scheduled conveniently to encourage resident participation.	8.76% 41	38.68% 181	37.82% 177	10.47% 49	4.27% 20	468
I can easily communicate with CDD Board of Supervisors.	10.71% 50	36.19% 169	38.76% 181	10.06% 47	4.28% 20	467
I can easily communicate with MPOA Board Members.	13.92% 65	37.69% 176	35.33% 165	9.21% 43	3.85% 18	467
The CDD and MPOA cooperate to provide maximum level of service to the community.	13.49% 63	41.76% 195	33.62% 157	6.85% 32	4.28% 20	467

Q4: Do you agree or disagree with the following statements?

- Notable findings include that more than 30% of survey respondents neither agree or disagree with each of these questions related to the MPOA and CDD.
 - Slightly less than half (45.63%) of survey respondents strongly agree or agree CDD meetings are scheduled conveniently to encourage resident participation.
 - Slightly less than half (47.44%) of survey respondents strongly agree or agree that MPOA meetings are scheduled conveniently to encourage resident participation.
 - Slightly less than half (46.9%) of survey respondents strongly agree or agree that they can easily communicate with CDD Board of Supervisors.
 - Slightly more than half (51.61%) of survey respondents strongly agree or agree that they can easily communicate with MPOA Board Members.
 - Slightly more than half (55.25%) of survey respondents strongly agree or agree that the CDD and MPOA cooperate to provide maximum level of service to the community.
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Q5: Please indicate your preferred method(s) of communication for each of the following. You may select more than one method for each item.

	WEBSITE	E-BLAST/EMAIL	TEXT MESSAGE	FRONT AND BACK GATE SIGN	TOTAL RESPONDENTS
Special Event Advertisement	27.95% 128	93.67% 429	12.01% 55	30.79% 141	458
Property Management updates and information (eg. pool closure, community repair work)	21.38% 99	94.17% 436	12.31% 57	18.79% 87	463
MPOA Board Action	28.14% 130	92.21% 426	5.63% 26	8.66% 40	462
River Club Dining Specials	28.07% 128	90.57% 413	8.55% 39	16.01% 73	456
Updates specific to The Villas	30.39% 117	78.18% 301	6.75% 26	7.01% 27	385
Golf Club Membership Info/Play Programs	35.60% 152	81.03% 346	3.98% 17	3.75% 16	427
Golf Club Notifications	30.99% 132	83.80% 357	5.40% 23	3.05% 13	426
Golf Club Newsletter	33.96% 144	81.60% 346	2.83% 12	2.83% 12	424
CDD Chairman Updates	27.41% 125	91.23% 416	3.73% 17	3.51% 16	456

Q5: Please indicate your preferred method(s) of communication for each of the following. You may select more than one method for each item.

Notable findings include that a majority of survey respondents prefer to receive e-blast/emails for all correspondence. 30.79% of survey respondents prefer to receive Special Event Advertisements via front/back gates. This percentage decreases for every other surveyed correspondence. Other than Special Event Advertisement, website was the second highest preferred method for each surveyed correspondence.

Q6: Please rate the cleanliness of each of the following Waterlefe amenities:

	EXCELLENT	GOOD	FAIR	POOR	NO OPINION	TOTAL
River Club Dining Room	69.43% 318	28.38% 130	1.97% 9	0.00% 0	0.22% 1	458
River Club Restrooms	60.92% 279	33.84% 155	3.28% 15	0.00% 0	1.97% 9	458
River Club Bar	64.24% 291	30.24% 137	1.77% 8	0.00% 0	3.75% 17	453
Fitness Center Equipment	35.25% 159	38.36% 173	4.21% 19	0.89% 4	21.29% 96	451
Fitness Center Restrooms	47.99% 215	29.69% 133	3.57% 16	0.22% 1	18.53% 83	448
Fitness Center Group Classroom	28.74% 125	24.14% 105	3.91% 17	0.92% 4	42.30% 184	435
River Club Pool	36.38% 163	41.74% 187	5.58% 25	0.67% 3	15.63% 70	448
Golf Course Clubhouse	37.10% 164	37.10% 164	4.98% 22	0.23% 1	20.59% 91	442
Golf Course Restrooms	32.35% 142	35.99% 158	8.88% 39	1.14% 5	21.64% 95	439
On Golf Course Restrooms	15.37% 67	29.82% 130	18.12% 79	8.03% 35	28.67% 125	436

Q6: Please rate the cleanliness of each of the following Waterlefe amenities:

- An overwhelming majority (97.81%) of survey respondents rated the cleanliness of the River Dining Club as excellent or good.
 - An overwhelming majority (94.76%) of survey respondents rated the cleanliness of the River Club restrooms as excellent or good.
 - An overwhelming majority (94.48%) of survey respondents rated the cleanliness of the River Club Bar as excellent or good.
 - The majority (73.61%) of survey respondents rated the cleanliness of Fitness Center equipment as excellent or good.
 - The majority (77.68%) of survey respondents rated the cleanliness of the Fitness Center restrooms as excellent or good.
 - The majority (52.88%) of survey respondents rated the cleanliness of the Fitness Center group classroom as excellent or good.
 - The majority (78.12%) of survey respondents rated the cleanliness of the River Club pool as excellent or good.
 - The majority (74.2%) of survey respondents rated the cleanliness of the Golf Course Clubhouse as excellent or good.
 - The majority (68.31%) of survey respondents rated the cleanliness of Golf Course restrooms as excellent or good.
 - Slightly less than half (45.19%) of survey respondents rated the cleanliness of the On Golf Course restroom as excellent or good.
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Q7: Based on your experience at the River Club, please rate each of the following:

	EXCELLENT	GOOD	FAIR	POOR	NO OPINION	TOTAL
Regular Menu Choices	31.94% 145	49.56% 225	13.66% 62	3.74% 17	1.10% 5	454
Price Point	25.88% 118	48.25% 220	18.42% 84	6.14% 28	1.32% 6	456
Quality/Friendliness of Wait Staff	58.11% 265	32.68% 149	7.46% 34	0.88% 4	0.88% 4	456

- The majority (81.5%) of survey respondents rated the River Club's regular menu choices as excellent or good.
 - The majority (77.13%) of survey respondents rated the River Club's price point as excellent or good.
 - An overwhelming majority (90.79%) of survey respondents rated the River Club's quality/friendliness of wait staff as excellent or good.
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Q8: Based on your experience, please rate each of the following at the River Club Bar:

	EXCELLENT	GOOD	FAIR	POOR	NO OPINION	TOTAL
Bartenders' Knowledge	27.27% 123	42.79% 193	6.87% 31	1.11% 5	21.95% 99	451
Noise Level	3.13% 14	34.15% 153	30.36% 136	21.43% 96	10.94% 49	448

- The majority (70.06%) of survey respondents rated the River Club Bar's bartender knowledge as excellent or good.
 - Slightly more than half (51.79%) of survey respondents rated the River Club Bar's noise level as fair or poor.
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Q9: Based on your experience at the Golf Course Clubhouse, please rate each of the following:

	EXCELLENT	GOOD	FAIR	POOR	NO OPINION	TOTAL
Regular Menu Choices	15.51% 69	44.72% 199	12.13% 54	2.92% 13	24.72% 110	445
Price Point	15.35% 68	44.02% 195	14.00% 62	1.35% 6	25.28% 112	443
Quality/Friendliness of Wait Staff	39.64% 176	29.73% 132	5.41% 24	0.68% 3	24.55% 109	444

- The majority (60.23%) of survey respondents rated the Golf Course Clubhouse's regular menu choices as excellent or good.
 - The majority (59.37%) of survey respondents rated the Golf Course Clubhouse's price point as excellent or good.
 - The majority (69.37%) of survey respondents rated the Golf Course Clubhouse's quality/friendliness of wait staff as excellent or good.
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Q10: How many times have you or a member of your household dined at the River Club Dining Room in the past year?

ANSWER CHOICES	RESPONSES	
0	0.87%	4
1-5	16.38%	75
6-10	29.48%	135
11+	53.28%	244
Comments	0.00%	0
TOTAL		458

Notable findings include that an overwhelming majority (82.73%) of survey respondents have dined at the River Club Dining Room 6 or more times in the past year.

Q11: Why do you or members of your household dine at the River Club? (Select all that apply)

ANSWER CHOICES	RESPONSES	
To Socialize	65.92%	296
Quality of Food	51.45%	231
Enjoy Menu Options	40.53%	182
Enjoy Good Value for my Dollar	31.18%	140
To Meet Required Minimum	54.34%	244
For Convenience	75.95%	341
Total Respondents: 449		

Q11: Why do you or members of your household dine at the River Club? (Select all that apply)

Survey respondents ranked the following as reasons why they or their household dine at the River Club:

- For Convenience 75.95%
 - To Socialize 65.92%
 - To Meet Required Minimum 54.34%
 - Quality of Food 51.45%
 - Enjoy Menu Options 40.53%
 - Enjoy Good Value for my Dollar 31.18%
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Q12: What barriers keep you or household members from dining at the River Club? (Select all that apply)

ANSWER CHOICES	RESPONSES	
Lack of Time	12.84%	52
Too Expensive	14.81%	60
Don't like menu choices	15.56%	63
Reservation Availability	12.10%	49
Quality of Food	9.14%	37
Dress code too formal	3.95%	16
N/A	56.30%	228
Total Respondents: 405		

Q12: What barriers keep you or household members from dining at the River Club? (Select all that apply)

Notable findings include that the majority (56.30%) of survey respondents selected non applicable when asked about barriers that keep them or their household members from dining at the River Club. The remainder of survey respondents ranked the following as barriers that keep them or their household members from dining at the River Club.

- Don't Like Menu Choices 15.56%
 - Too Expensive 14.81%
 - Lack of Time 12.84%
 - Reservation Availability 12.10%
 - Quality of Food 9.14%
 - Dress Code to Formal 3.95%
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Q13: On a 10-point scale, with '1' being lowest and '10' being highest:

	1	2	3	4	5	6	7	8	9	10	TOTAL	WEIGHTED AVERAGE
How would you rate the overall value of the River Club as an asset to the community?	0.88% 4	1.10% 5	2.87% 13	1.10% 5	3.97% 18	2.21% 10	6.62% 30	11.92% 54	20.97% 95	48.34% 219	453	8.63

Notable findings include that the majority (66.31%) of survey respondents rated the overall value of the River Club as an asset to the community as a 9 or 10.

Q14: How often do you or a member of your household play golf at Waterlefe?

ANSWER CHOICES	RESPONSES	
1-3 times per week	28.98%	131
4-7 times per week	10.18%	46
Once per month	6.64%	30
Seldom	22.12%	100
Fundraiser Playdays only	0.00%	0
Never, we do not play golf	29.65%	134
Never, we play golf at a course other than Waterlefe	2.43%	11
TOTAL		452

Notable findings include that slightly more than half (51.77%) of survey respondents seldom play or never play golf. 36.16% of survey respondents play golf at least once per week.

Q15: Please rank 1-7 the following reasons why you choose to play golf at Waterlefe Golf Club (1 being the most likely reason and 7 being the least likely reason).

	1	2	3	4	5	6	7	TOTAL	SCORE
Challenging Layout	16.28% 28	22.09% 38	11.63% 20	14.53% 25	11.63% 20	13.95% 24	9.88% 17	172	4.35
Customer Service	4.17% 7	13.10% 22	20.24% 34	20.24% 34	20.24% 34	16.07% 27	5.95% 10	168	3.89
Activities and Special Events	6.02% 10	3.61% 6	11.45% 19	10.84% 18	11.45% 19	22.89% 38	33.73% 56	166	2.78
Convenience	53.71% 94	14.29% 25	9.71% 17	5.71% 10	5.14% 9	2.86% 5	8.57% 15	175	5.63
Socialization	22.95% 42	16.39% 30	15.30% 28	10.93% 20	10.93% 20	13.66% 25	9.84% 18	183	4.49
Course Conditions	11.52% 22	18.85% 36	24.61% 47	18.32% 35	14.66% 28	7.33% 14	4.71% 9	191	4.53
Good Value for My Dollar	7.87% 17	11.11% 24	6.48% 14	16.20% 35	16.20% 35	12.96% 28	29.17% 63	216	3.23

Q15: Please rank 1-7 the following reasons why you choose to play golf at Waterlefe Golf Club (1 being the most likely reason and 7 being the least likely reason).

Survey respondents ranked the following as reasons why they choose to play golf at Waterlefe Golf Club. (1 being the most likely reason and 7 being the least likely reason).

1. Convenience
 2. Challenging course
 3. Course conditions
 4. Socialization
 5. Customer service
 6. Good value for my dollar
 7. Activities and special events
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Q16: Do you agree or disagree that the following reasons are barriers to you playing golf at the Waterlefe Club?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Lack of Time	13.36% 35	17.56% 46	23.28% 61	20.99% 55	24.81% 65	262
Dislike Golfing	0.78% 2	1.94% 5	20.93% 54	17.83% 46	58.53% 151	258
Not Physically Able	2.33% 6	8.56% 22	19.46% 50	17.12% 44	52.53% 135	257
Too Expensive	12.96% 35	24.44% 66	31.11% 84	15.19% 41	16.30% 44	270
Tee Time Availability	2.70% 7	10.81% 28	36.68% 95	23.55% 61	26.25% 68	259
Course Conditions	0.78% 2	2.75% 7	26.67% 68	31.76% 81	38.04% 97	255
Course Difficulty	3.08% 8	6.92% 18	28.46% 74	30.00% 78	31.54% 82	260

Q16: Do you agree or disagree that the following reasons are barriers to you playing golf at the Waterlefe Club?

The majority of respondents strongly disagree, disagree, or neither agree or disagree that these are reasons for not playing golf at the Waterlefe Club. Some notable findings are 37.4% of survey respondents find “too expensive” as a barrier to playing golf at the Waterlefe Club. Slightly less than one third (30.92%) of survey respondents cited “lack of time” as a barrier to playing golf at the Waterlefe Club.

Q17: On a 10-point scale, with '1' being lowest and '10' being highest:

	1	2	3	4	5	6	7	8	9	10	TOTAL	WEIGHTED AVERAGE
How would you rate the overall value of the Golf Club as an asset to the community?	2.34% 10	0.94% 4	2.34% 10	2.11% 9	4.68% 20	2.34% 10	7.26% 31	14.75% 63	14.99% 64	48.24% 206	427	8.43

Notable findings include the majority (77.98%) of survey respondents rated the overall value of the Golf Club as an asset to the community as an 8 or higher.

Q18: Is there anything additional you would like your MPOA or CDD to consider when making decisions in the future?

Additional Comments Summary:

Below are common trends that survey respondents indicated should be considered by the MPOA and CDD when making decisions in the future:

- Find ways to reduce or contain fees
 - Have term limits for the MPOA/CDD
 - Have more transparency for MPOA/CDD meetings/decisions
 - More input from residents when it comes to major/expensive projects
 - Open River Club dining more often
 - CDD and MPOA work more together with similar mission
 - Focus on maintaining/improving current amenities including landscaping, front entrance enhancement, pier, etc.
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