



## Sampson Creek Community Development District

### 2015 Community Survey Results

#### Executive Summary

This report provides an executive summary of the results of Sampson Creek Community Development District 2015 community survey. This survey was administered in early 2015.

The Art of Living Director conducted the survey in early 2015 in anticipation of analyzing and evaluating the results prior to upcoming events held later in the calendar year. This timing allowed the Art of Living Director to consider residents satisfaction levels with current events, activities and amenities in establishing the next set of two year goals for Sampson Creek CDD.

This, in turn, will guide staff in identifying areas of focus in future years that will help accomplish the goals set.

#### Survey Methodology

The Art of Living Director conducted the 2015 community survey through a web-based service. The survey was disseminated to 1071 email addresses through the email communication tool Constant Contact. All residents that are signed up for community email distribution were asked to participate in this survey.

Of the 1071 surveys sent out, 352 were returned resulting in a 32.8% response rate. This response rate falls within the average rate of return for internal surveys. The national average rate of return for internal surveys falls within the 30-40% range.

## Statistical Results

The survey asked respondents to assess their level of satisfaction from excellent to poor in 4 areas. The survey also asked respondents to rate current and future amenities based on preference. Lastly, the survey focused on open-ended comments pertaining to the majority of survey questions.

Satisfaction levels of good to excellent for all listed events including 210 challenge, Fall Festival, Fourth of July Celebration, Holiday Traditions, Kid's Night Out, Kindergarten Ice-Cream Social, Memorial Day Celebration, Spring Fling, Summer Camp and Tiny Tots Soccer. The results of the survey showed a 94<sup>th</sup> percentile overall for the rating of good to excellent.

Future events to be held at the community center were rated based on the percentage of residents likely to attend these events. 49% of the respondents stated they were likely to attend a Dive-In Movie, 41% would attend a 5k/10k race, 36% would attend a CPR class, 34% are interested in the self-defense courses, 30% in a Corn Hole Tourney and lastly 24% would attend a manners/etiquette class.

Satisfaction levels of good to excellent for fitness classes was in the 95<sup>th</sup> percentile overall for those respondents that rated the classes. Fitness classes were not applicable to all respondents taking the survey.

Eighty-eight percent of respondents stated that the fitness center was adequate for their needs.

In addition, the survey requested respondents to determine which facilities were utilized by them on a regular basis. Of the 352 responses, 76% of the respondents use the pool regularly. The fitness center received a rating of 74%, while the community room (54%) and the soccer fields received 53%. The playground was rated at 47% use on a regular basis by respondents, followed by the Basketball Court (33%), Volleyball Court (20%) and the baby pool at 15%.

Upgrading/addition of new amenities was also addressed in this survey. Security came in with the most interest from the community. Increased security presence came in at 68%, while gating resulted in a 59% interest level. 66% of respondents surveyed were in favor of additional shading in the pool area, 53% were supportive of a splash park, 52% were interested in placing fountains in the lake areas, 47% support new pool furniture and 27% were in favor of adding batting cages. Please note that this survey was asking respondents to indicate their interest in a particular amenity, but it did not indicate the cost associated with the upgrading or addition of these amenities and the impact on the CDD fees.

61% of respondents were in favor of adding additional landscape lighting as well as providing dog waste trash receptacles throughout the community. 41% of residents were in favor of increased holiday decorations, 37% support upgrading our amenity bathrooms and 30% were in favor of additional benches added throughout the community. Please note that this survey was asking respondents to indicate their interest in a particular amenity, but it did not indicate the cost associated with the upgrading or addition of these amenities and the impact on the CDD fees.

Summer Camp was rated based on level of satisfaction, from excellent to below average. 100% of respondents rated this camp average and above, with a 92<sup>nd</sup> percentile overall rating of very good to excellent.

The types of responses inclusive in this survey were varied from the individual one or more choices listed to a descriptive open-comment style.

## **Comments Section**

### **Question 1**

Theme: The respondents focus is to see the pool area updated. The baby pool is regarded as obsolete and would be better utilized by upgrading to a splash pad type of amenity for kids.

### **Question 2**

Theme: The respondents focus is to see the pool area updated. Security is also an important element that needs to be addressed by the community.

### **Question 3**

Theme: Comments are inconclusive due to the variation in answers. See statistical data for results.

### **Question 5**

Theme: Comments are inconclusive due to the variation in answers. See statistical data for results.

### **Question 8**

Theme: There were few duplicate requests represented. See survey for listing of requested events.

### **Question 9**

Theme: Comments are inconclusive due to the variation in answers. See survey data for results.

### **Question 10**

Theme: Comments are inconclusive due to the variation in answers. See survey data for results.

### **Question 14**

Theme: Respondents are concerned with the pool area becoming outdated. Security is also a major focus of respondents based on comments.

## **Conclusion**

The overall consensus of the 2015 community survey is that the community supports the events provided by the Sampson Creek CDD. The majority of ratings were average and above for all events.

The concern of respondents lies in the area of updating the pool and increasing security.

The open-ended comments reflect the findings in the survey. The emphasis focuses on the community pool area and security concerns.

This survey was not all inclusive. It was directed by the Art of Living Director and was focused in the area of events and obtaining resident input on current offerings and what respondents would like to see moving forward. Amenities were also included in the survey, but did not indicate cost associations for upgrading of said amenities.

