

# Fishing Creek Farm Homeowners Survey Report

May 11, 2017

# Survey Methodology

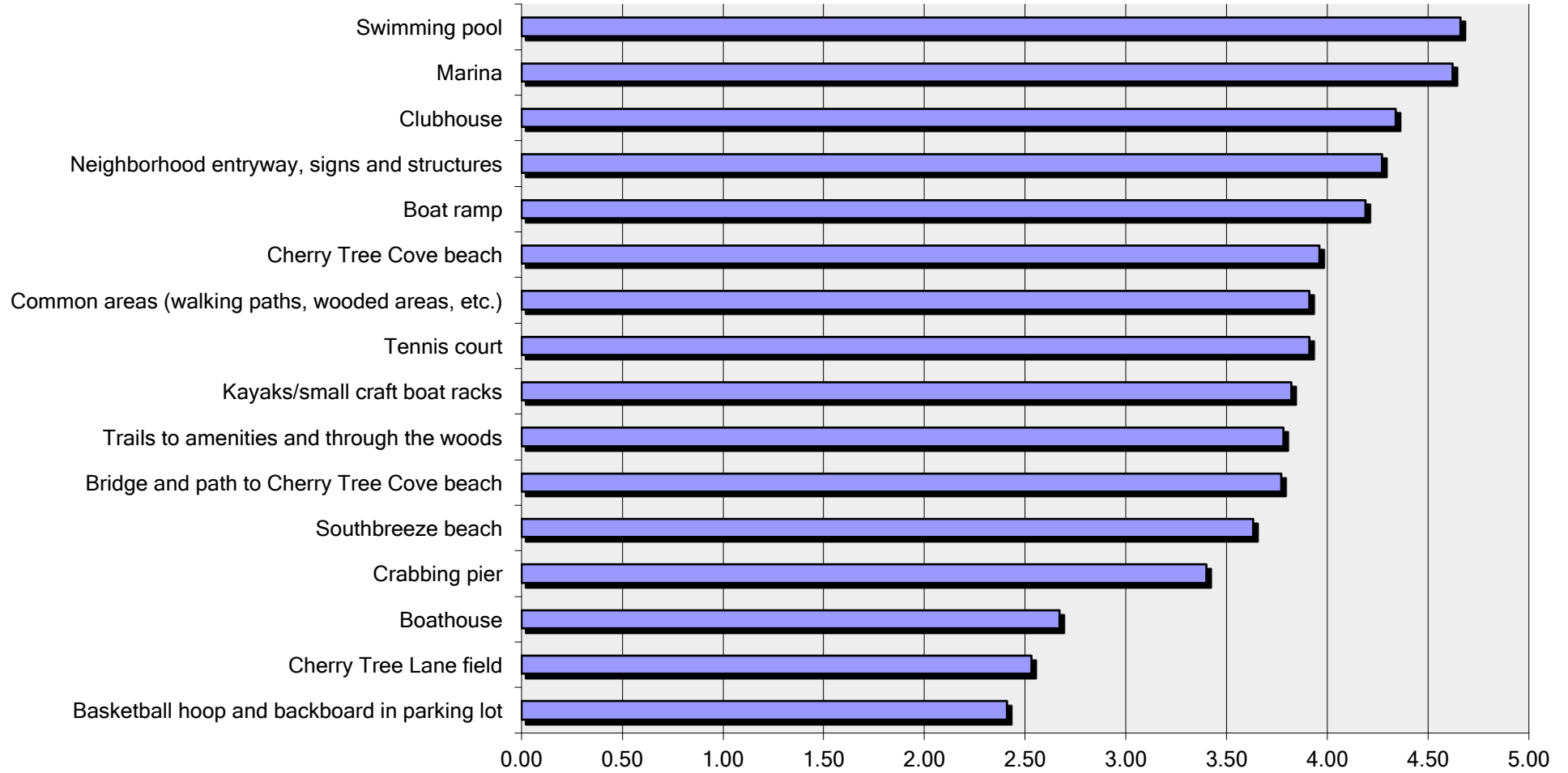
- ▶ Survey conducted lasted three weeks spanning the period April 11, 2017 to May 5<sup>th</sup>, 2017.
- ▶ 197 Homeowners were notified of the survey by email on April 14<sup>th</sup>, April 19<sup>th</sup>, April 25<sup>th</sup>, and May 2<sup>nd</sup>. Homeowners were also alerted by a personalized letter put in every homeowner's mailbox.
- ▶ There were 113 completed surveys submitted, representing at least one homeowner in 73% of FCF households.

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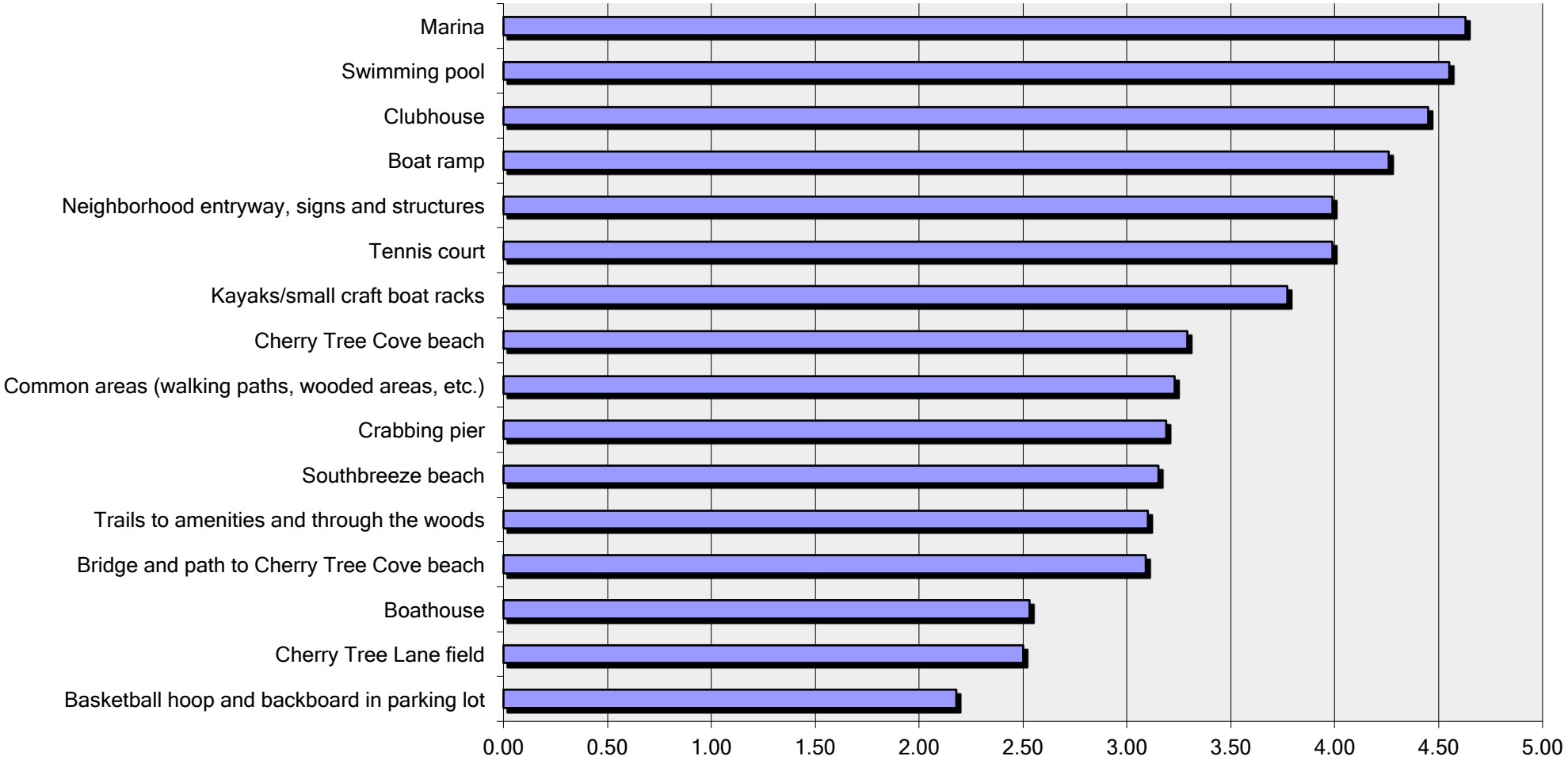
# Survey Methodology (continued)

- ▶ The survey consisted of questions assessing the following 8 areas:
  - ▶ Q1: The importance to the FCF community of 16 different FCF-amenities relative to "improving the quality of life, home values and market demand in Fishing Creek Farm."
  - ▶ Q2: The effectiveness of the same 16 different FCF-amenities relative to "improving the quality of life, home values and market demand in Fishing Creek Farm."
  - ▶ Q3: The importance of the same 16 amenities to the homeowner.
  - ▶ Q4: The importance to the homeowners of 16 different "wish list" suggestions', followed by an opportunity (Q5) to write in additional amenities that were not in the 16 suggested FCF amenities
  - ▶ Q6 & 7: FCF-homeowner preference of FCF communication vehicles.
  - ▶ Q8: Open ended question requesting additional comments relative to how each homeowner feels FCF can be improved.

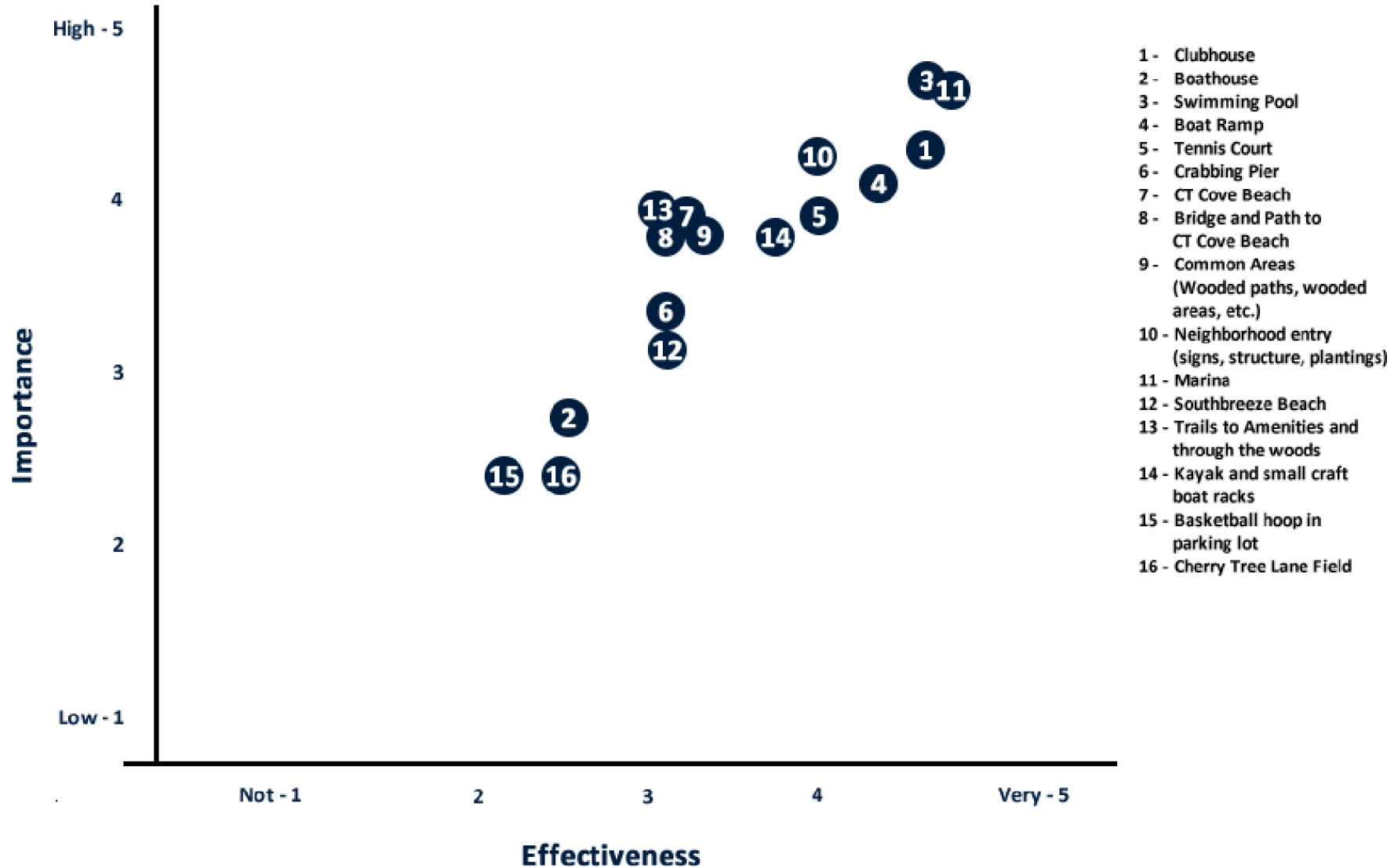
## Survey Results Q1: Importance of Amenities to FCF-Community - Rating Average



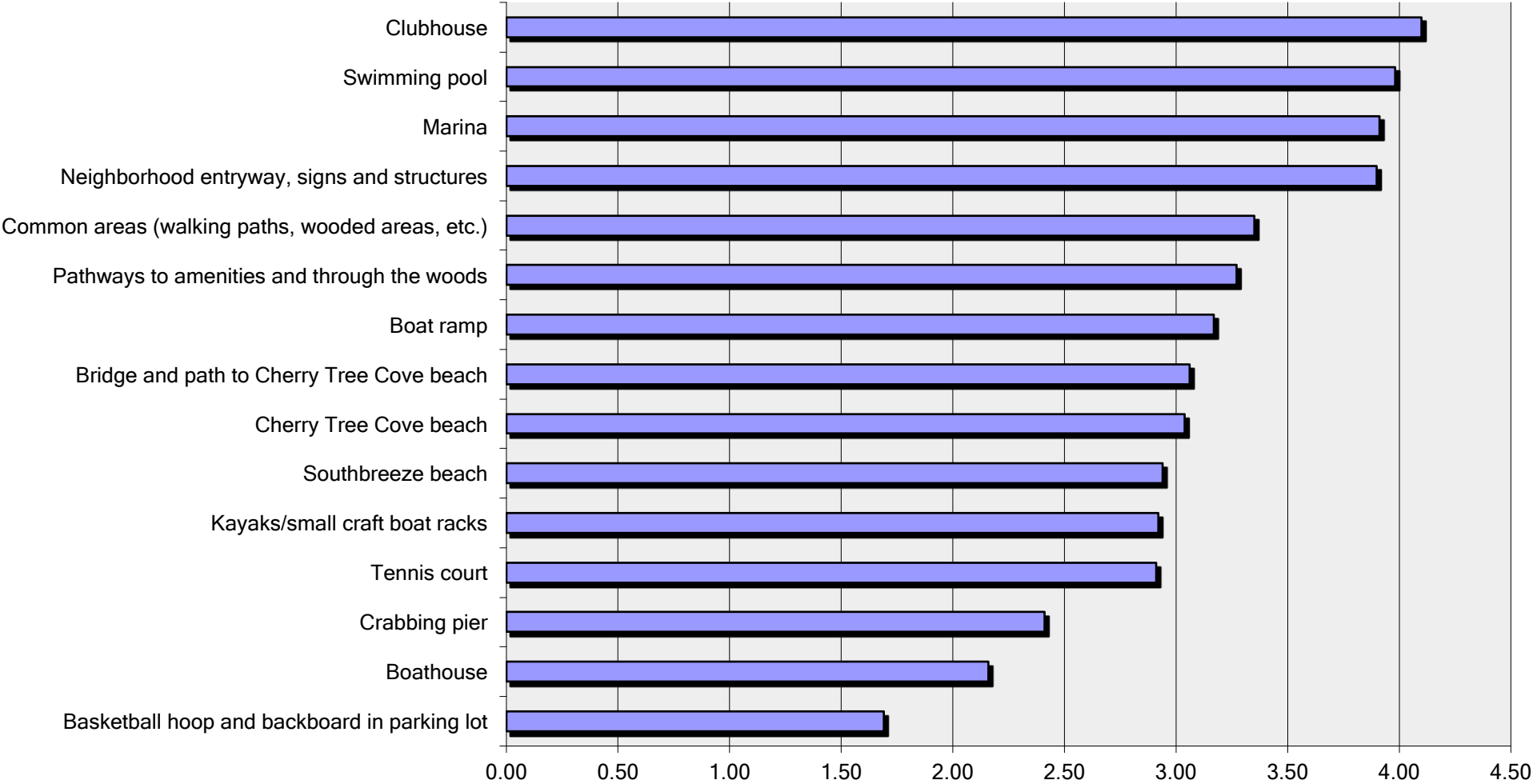
# Survey Results Q2: Effectiveness of each amenity in improving the quality of life, home values and market demand.



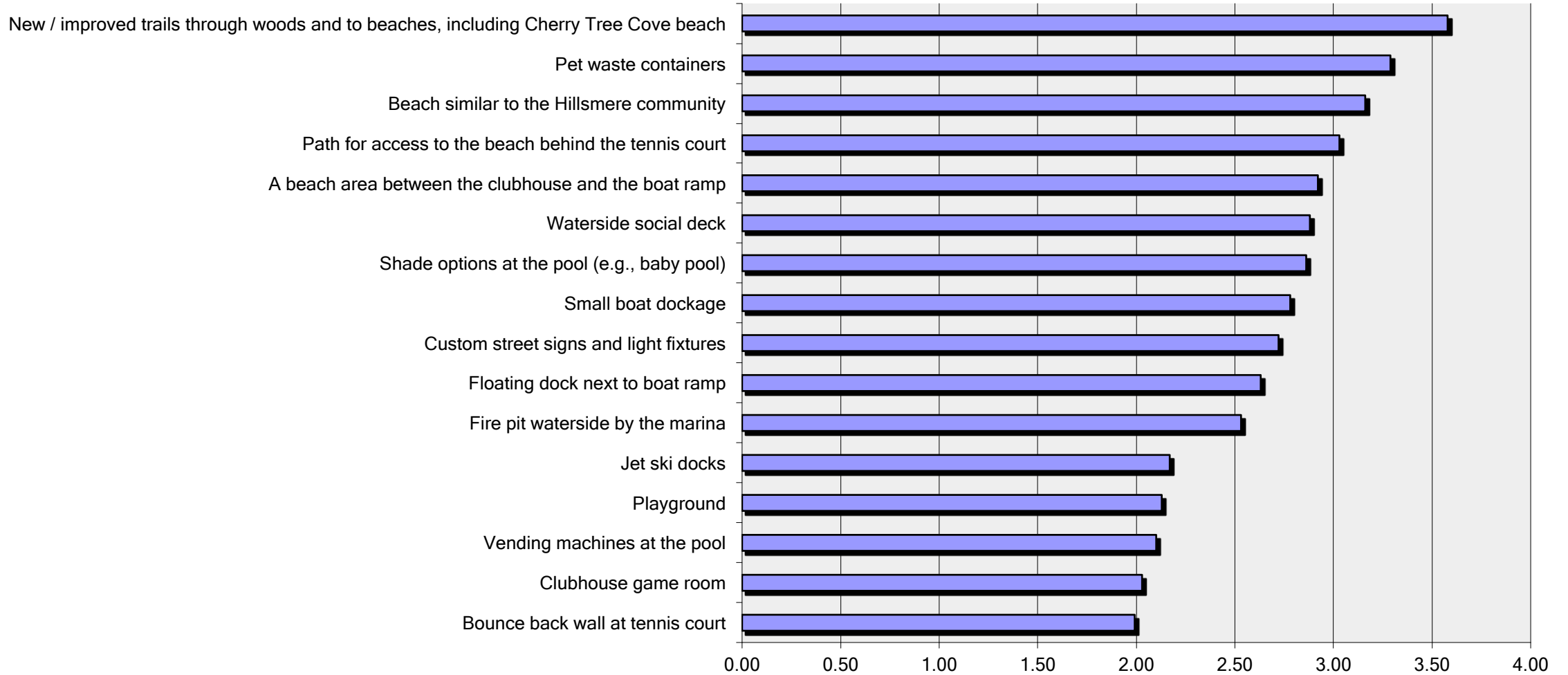
## Survey Results Q1 and 2: Current FCF Amenities - Importance/Performance



# Survey Results: Q3 - The importance of amenity to homeowner



## Survey Results: Q4 - “Wish List” of amenities FCF doesn’t currently have





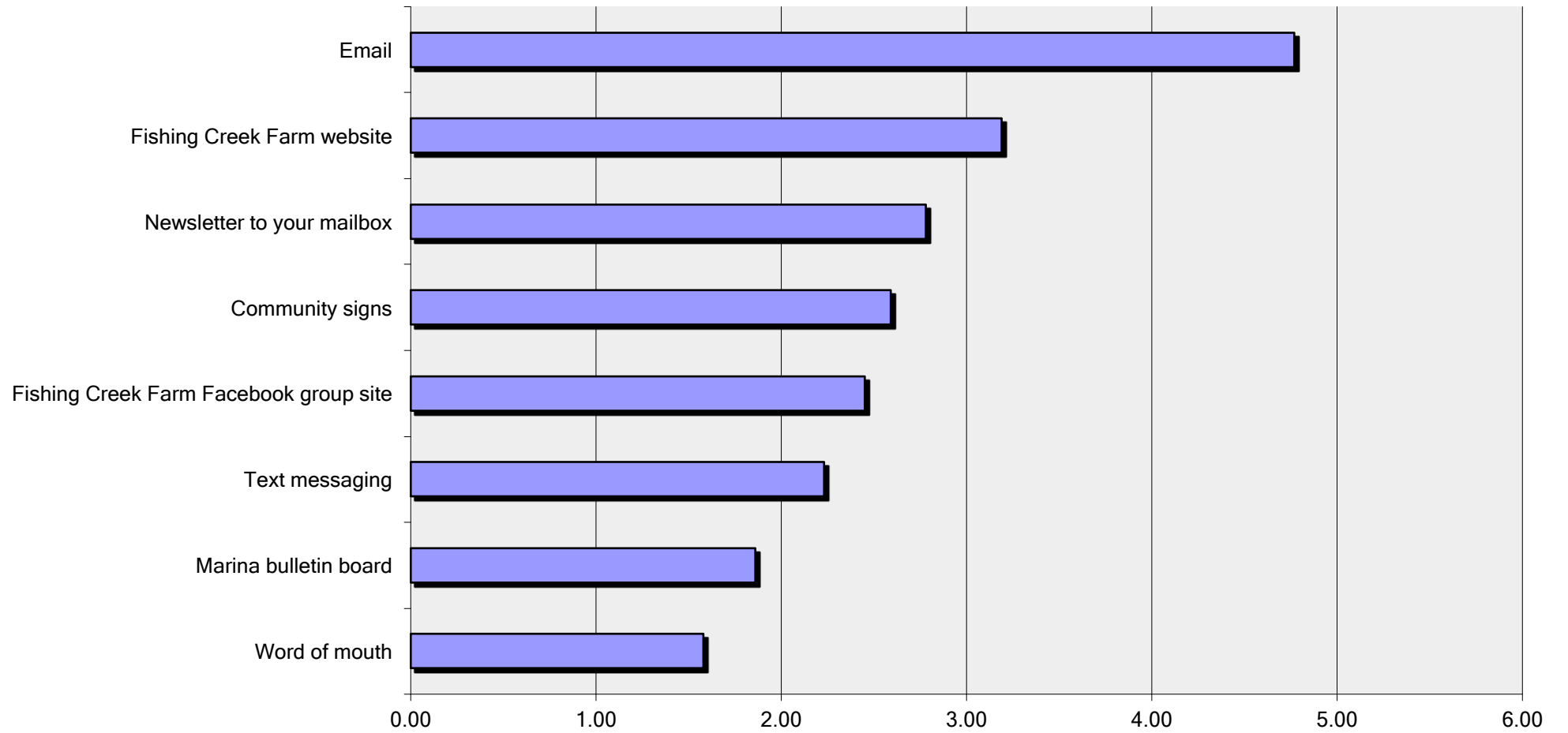
## Survey Results: Q5 - “Wish List” of FCF amenities not listed in Q4

- ▶ Suggestion 1...
- ▶ Suggestion 2...
  
- ▶ Jim and Colleen, please fill this in...

## Survey Results: Q5 (continued) - “Wish List” of FCF amenities not listed in Q4

- ▶ Suggestion...
- ▶ Suggestion...
  
- ▶ Jim and Colleen, please fill this in...

## Survey Results: Q6- Communication Method Preferences



## Survey Results: Q7 - Other Desired Communication Methods

- ▶ U.S. Mail
- ▶ Suggestion 2...
  
- ▶ Jim and Colleen, please fill this in...

## Survey Results: Q8 - Other Thoughts and Suggestions

- ▶ Suggestion 1...
- ▶ Suggestion 2...
  
- ▶ Jim and Colleen, please fill this in...

# Next Steps

- ▶ Jim and Colleen... Please fill this in