

COWELL HOA

2018 SURVEY REPORT



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COMMUNICATIONS

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INTRODUCTION

Background and Organization

The Cowell Homeowners Association (CHOA) Board of Directors (BOD) conducted a survey from July 1 to 16, 2018, about Walnut Country's events, facilities, resident participation in CHOA meetings, and community safety.

Publicizing and Data Quality

The survey was publicized through the Signal, the eSignal, and Walnutcountry.com. The survey was open to homeowners via SurveyMonkey.com. Respondents were asked to only be homeowners; however, respondents' statuses in the community were not verified and repeat entries were only stopped with IP address tracking. With this noted, the BOD firmly believes the great majority of respondents were homeowners.

Number of Respondents

The 2018 survey received upwards of 192 respondents for most of the questions. Almost all of the questions in the 2018 survey included the option for open-ended responses; to which 1,313 comments were submitted – all of which were read. The survey represents roughly 18% of Walnut Country homeowners (out of 1,062 homes).

Report Contents

This report uses raw data from the survey (that follows the executive summary), often with simple percentages and rating scale averages to summarize results with some general conclusions added. Some of these findings were presented to the community during the 2018 Town Hall meeting held on August 19, 2018. Questions in the survey that did not produce statistical data (comment-only) are not included.

The terms "respondent" and "homeowner" are used interchangeably in this report, even as a small portion of respondents identified themselves as renters (3.7%) and not homeowners. Generalizations made about the community in this report, and written as such, are only based on survey results and may not necessarily represent the community as a whole.

Survey's Impact to BOD Decisions

As mentioned in nearly all survey advertisements and several times in the survey itself, the survey results neither mean nor require the BOD to eliminate or immediately add activities or facilities, or make policy changes. The data will only aid the BOD when considering how to better serve the community, and not entirely decide how to move forward.

EXECUTIVE SUMMARY

Facilities

Homeowners are satisfied with most of CHOA’s facilities, especially the pools, main playground, and dog park. The Clubhouse gym received the lowest satisfaction ratings; 92% of homeowners do not use the gym noting its hours open and experience leave much to be desired. Below are the weighted responses on a scale of 1 (not satisfied) to 4 (very satisfied):

Facility	Weighted Response
Main Playground	3.34
East Pool	3.32
West Pool	3.27
Main Pool	3.21
Dog Park	3.21
Clubhouse Lounge	3.19
Upper and Lower Tennis Courts	3.14
Tennis Practice Wall/Basketball Halfcourt	3.13
Clubhouse Game Room	3.02
Main Basketball Court	3.00
East Playground	2.83
Clubhouse Gym	2.33

Capital Improvements

When asked about potential additions to our community, residents provided a lot of feedback both in favor and against the idea of adding pickleball, bocce ball, an outdoor exercise station, and more picnic tables to the Greenbelt. Results below show percentage (and number) of responses.

Idea	I don’t want it	I won’t play, but don’t mind it	I’d like it here
Bocce Ball	13.9% (24)	31.8% (55)	54.3% (94)
Pickleball	25.4% (44)	50.3% (87)	24.3% (42)
Outdoor Exercise	15.8% (27)	32.2% (55)	52.1% (89)
Picnic Benches	“No” – 18% (31)	“No Opinion” – 27.9% (48)	“Yes” – 54.1% (93)

Events

80.8% of respondents attend at least one CHOA event each year with 44% attending at least three events. The Evite system used to RSVP for events was also well received with 78% of respondents saying the system works fine for them.

CHOA Board and Committee Meeting Participation

Nearly half the respondents have not attended a CHOA BOD meeting and 60% have not attended a CHOA Committee meeting.

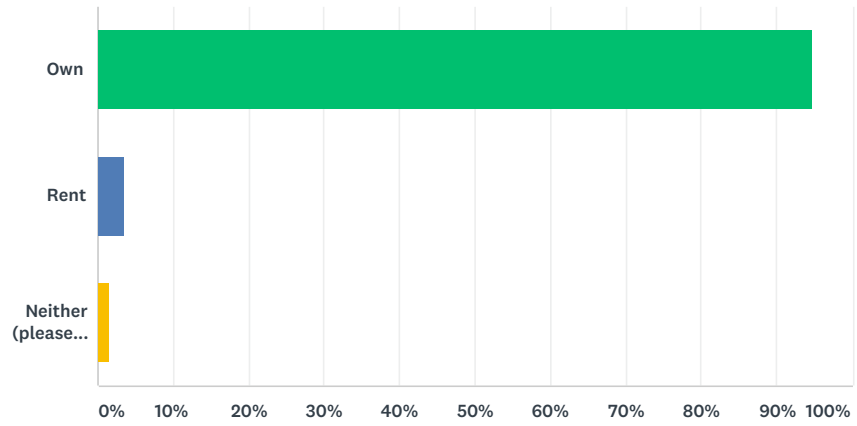
Safety

79.2% of respondents (133) feel safe walking on the Greenbelt after sundown and 16.1 % (27) do not feel safe. A great majority of respondents (81.6%/137) have not interacted with the security company that patrols CHOA’s facilities.

2018 COWELL HOA SURVEY RAW DATA

Q1 Do you rent or own the place where you live?

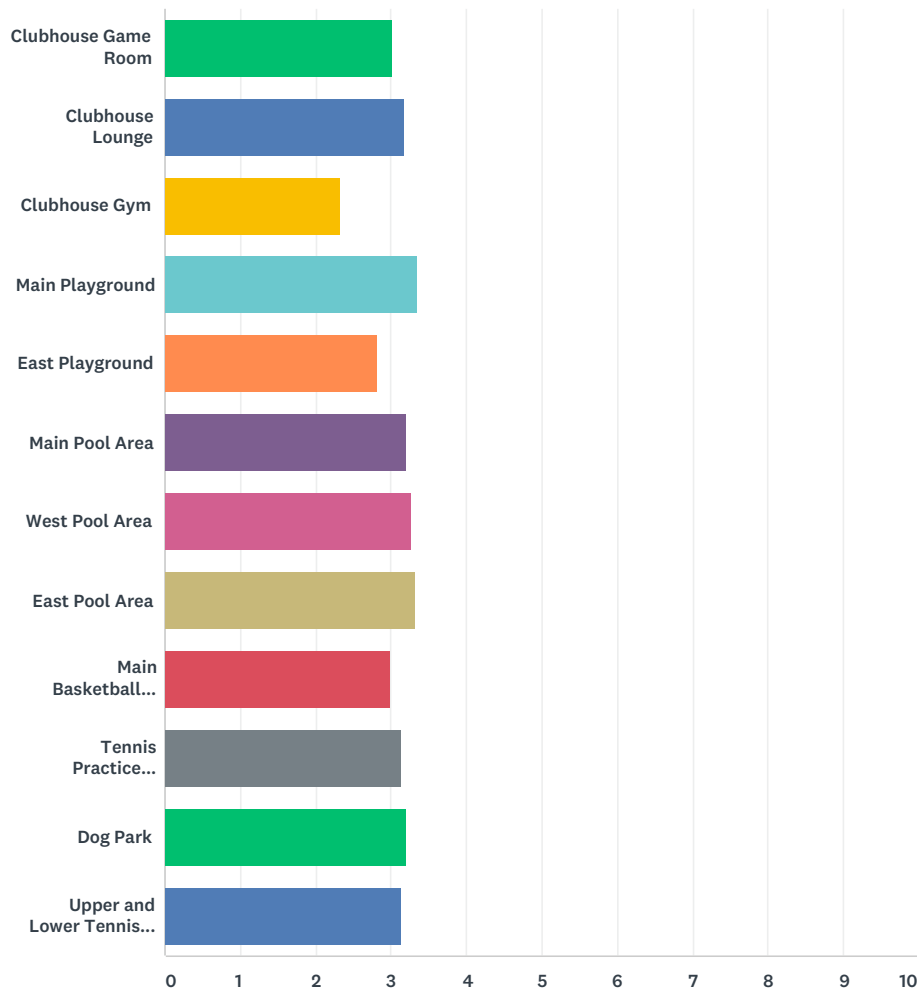
Answered: 192 Skipped: 0



ANSWER CHOICES	RESPONSES	
Own	94.79%	182
Rent	3.65%	7
Neither (please specify)	1.56%	3
TOTAL		192

Q2 How satisfied are you with the following facilities?

Answered: 174 Skipped: 18

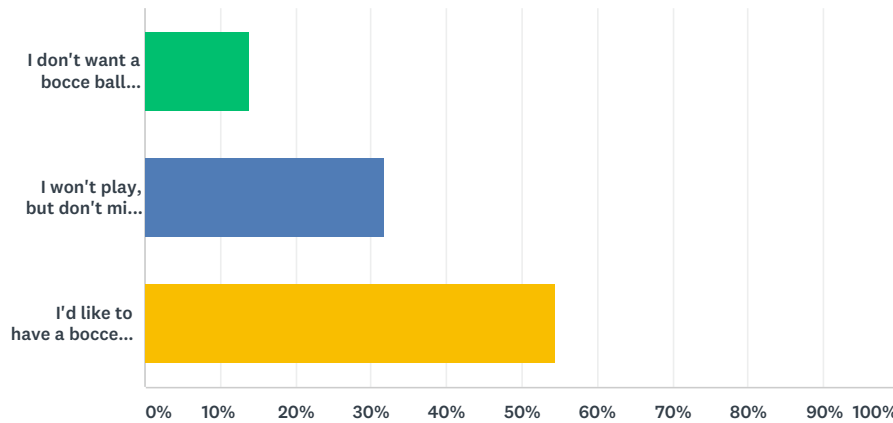


	NOT SATISFIED	SOMEWHAT SATISFIED	SATISFIED	VERY SATISFIED	DON'T USE	TOTAL	WEIGHTED AVERAGE
Clubhouse Game Room	1.75% 3	14.04% 24	38.01% 65	19.30% 33	26.90% 46	171	3.02
Clubhouse Lounge	0.63% 1	9.43% 15	42.77% 68	25.16% 40	22.01% 35	159	3.19
Clubhouse Gym	11.88% 19	15.00% 24	18.13% 29	5.00% 8	50.00% 80	160	2.33
Main Playground	0.00% 0	6.17% 10	37.65% 61	32.10% 52	24.07% 39	162	3.34
East Playground	4.94% 8	9.26% 15	31.48% 51	9.88% 16	44.44% 72	162	2.83
Main Pool Area	2.42% 4	6.67% 11	46.06% 76	29.70% 49	15.15% 25	165	3.21
West Pool Area	1.22% 2	4.88% 8	37.80% 62	26.22% 43	29.88% 49	164	3.27
East Pool Area	0.63% 1	5.03% 8	34.59% 55	28.30% 45	31.45% 50	159	3.32
Main Basketball Court	1.84% 3	10.43% 17	35.58% 58	14.11% 23	38.04% 62	163	3.00

Tennis Practice	1.26%	7.55%	32.08%	17.61%	41.51%		
Wall/Basketball Halfcourt	2	12	51	28	66	159	3.13
Dog Park	2.44%	6.71%	26.83%	24.39%	39.63%		
	4	11	44	40	65	164	3.21
Upper and Lower Tennis Courts	2.53%	5.70%	33.54%	19.62%	38.61%		
	4	9	53	31	61	158	3.14

Q3 Bocce ball. A bocce ball court could be located outside the lower tennis courts. How interested are you in participating in bocce ball, recreationally or as an organized CHOA team/league?

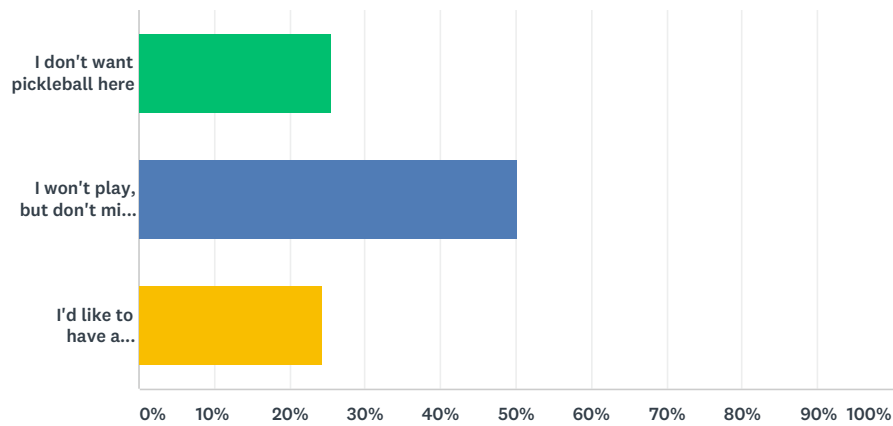
Answered: 173 Skipped: 19



ANSWER CHOICES	RESPONSES	
I don't want a bocce ball court here	13.87%	24
I won't play, but don't mind a bocce ball court	31.79%	55
I'd like to have a bocce ball court here	54.34%	94
TOTAL		173

Q4 Pickleball. How interested are you in changing 1 or 2 tennis courts into pickeball courts (requires new lines and lowered net)?

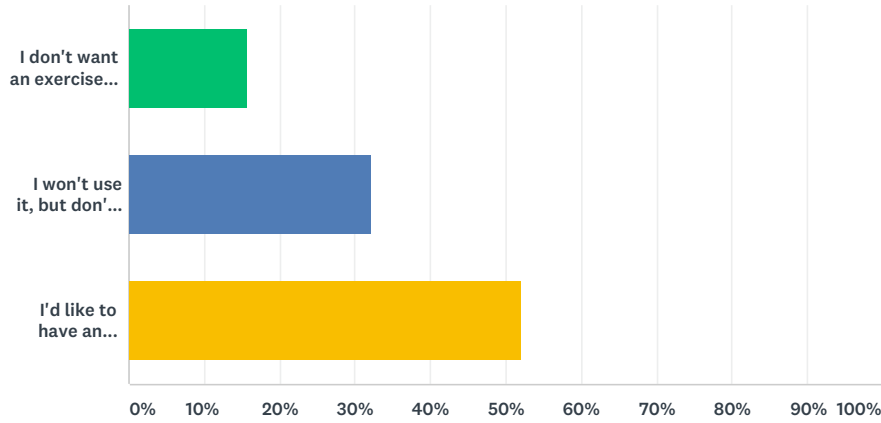
Answered: 173 Skipped: 19



ANSWER CHOICES	RESPONSES	
I don't want pickleball here	25.43%	44
I won't play, but don't mind a pickleball court	50.29%	87
I'd like to have a pickleball court here	24.28%	42
TOTAL		173

Q5 Greenbelt Outdoor Exercise Station. How interested are you in adding an outdoor exercise station along the Greenbelt, likely near the lower tennis courts?

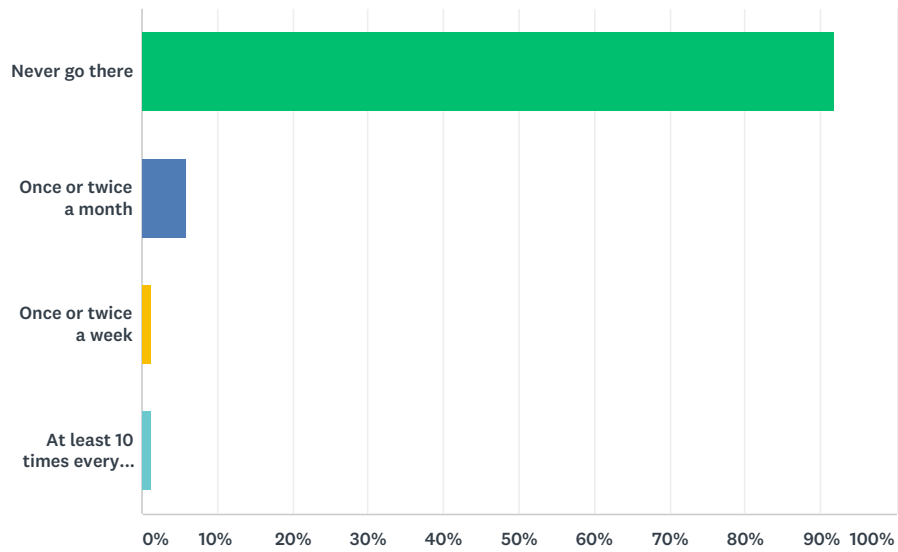
Answered: 171 Skipped: 21



ANSWER CHOICES	RESPONSES	
I don't want an exercise station	15.79%	27
I won't use it, but don't mind an exercise station	32.16%	55
I'd like to have an exercise station	52.05%	89
TOTAL		171

Q6 How often do you use the Clubhouse gym each month?

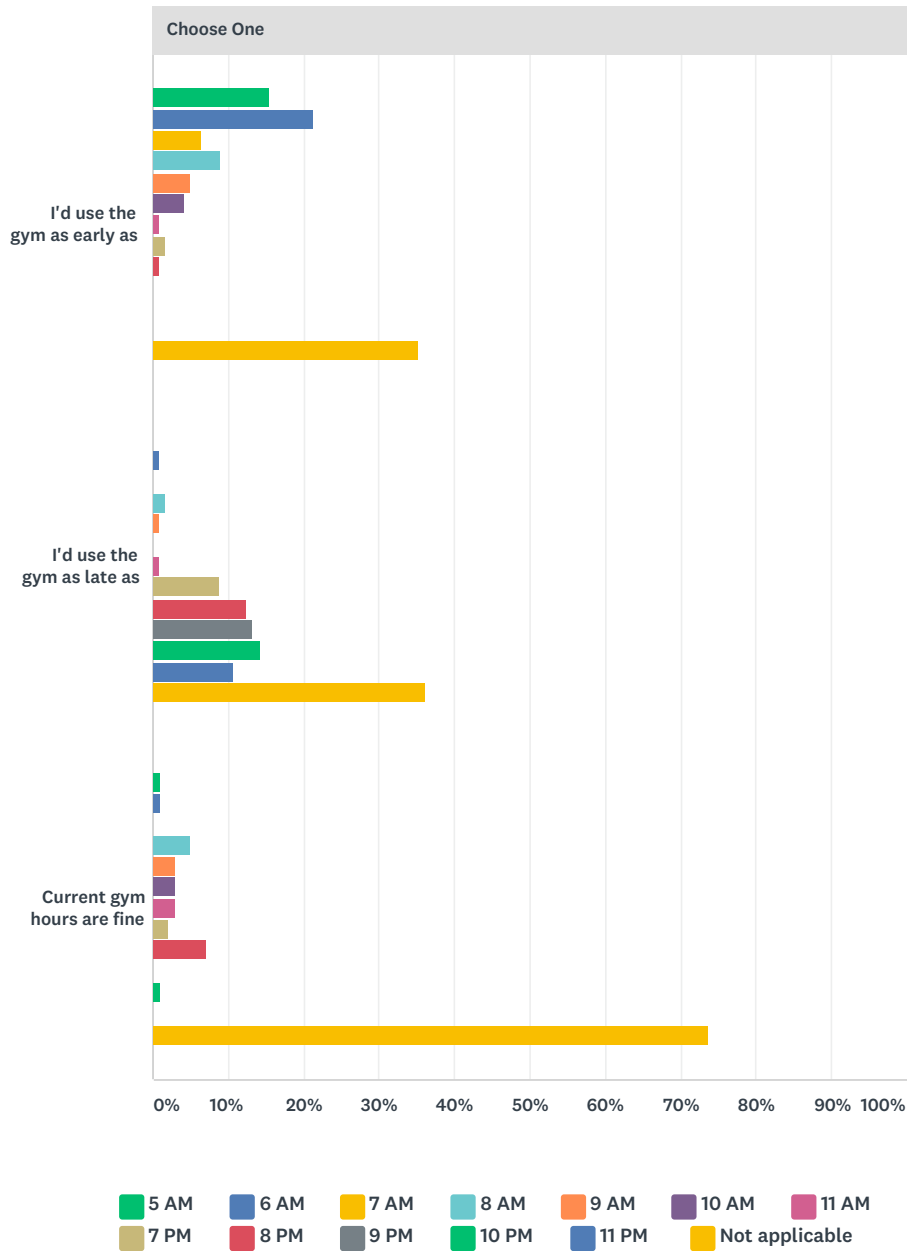
Answered: 172 Skipped: 20



ANSWER CHOICES	RESPONSES	
Never go there	91.86%	158
Once or twice a month	5.81%	10
Once or twice a week	1.16%	2
At least 10 times every month	1.16%	2
TOTAL		172

Q7 Currently the gym is open during the Clubhouse's hours, typically 12 - 8 pm. If the Board increased the gym hours only (no access to Clubhouse; a bathroom may be available), when would you want to use the gym?

Answered: 172 Skipped: 20

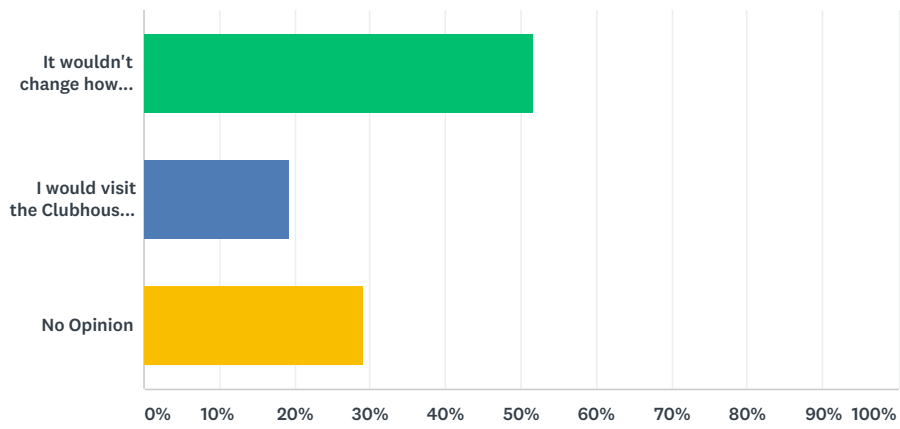


Choose One	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	7 PM	8 PM	9 PM	10 PM	11 PM	NOT APPLICABLE
I'd use the gym as early as	15.57% 19	21.31% 26	6.56% 8	9.02% 11	4.92% 6	4.10% 5	0.82% 1	1.64% 2	0.82% 1	0.00% 0	0.00% 0	0.00% 0	35.25% 43

I'd use the gym as late as	0.00% 0	0.88% 1	0.00% 0	1.77% 2	0.88% 1	0.00% 0	0.88% 1	8.85% 10	12.39% 14	13.27% 15	14.16% 16	10.62% 12	36.28% 41
Current gym hours are fine	1.01% 1	1.01% 1	0.00% 0	5.05% 5	3.03% 3	3.03% 3	3.03% 3	2.02% 2	7.07% 7	0.00% 0	1.01% 1	0.00% 0	73.74% 73

Q8 How likely would you use the Clubhouse if it opened at 10 am instead of its current opening time of 12 pm?

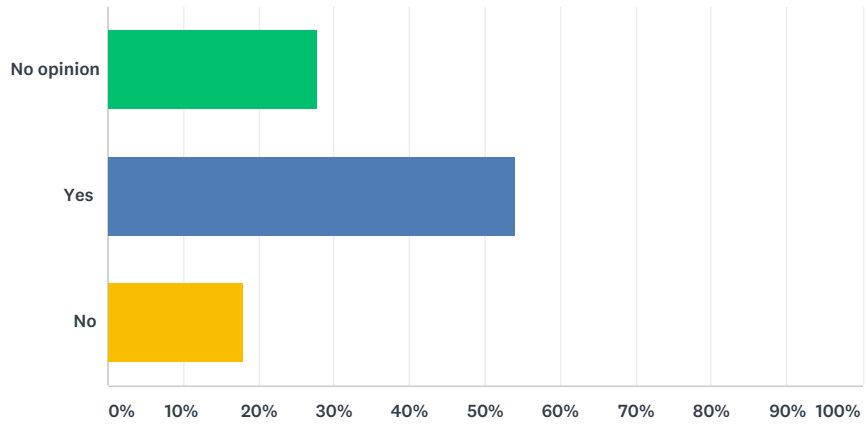
Answered: 172 Skipped: 20



ANSWER CHOICES	RESPONSES	
It wouldn't change how often I'd use the Clubhouse	51.74%	89
I would visit the Clubhouse during the new morning hours	19.19%	33
No Opinion	29.07%	50
TOTAL		172

Q9 Would you like additional picnic benches along the Greenbelt?

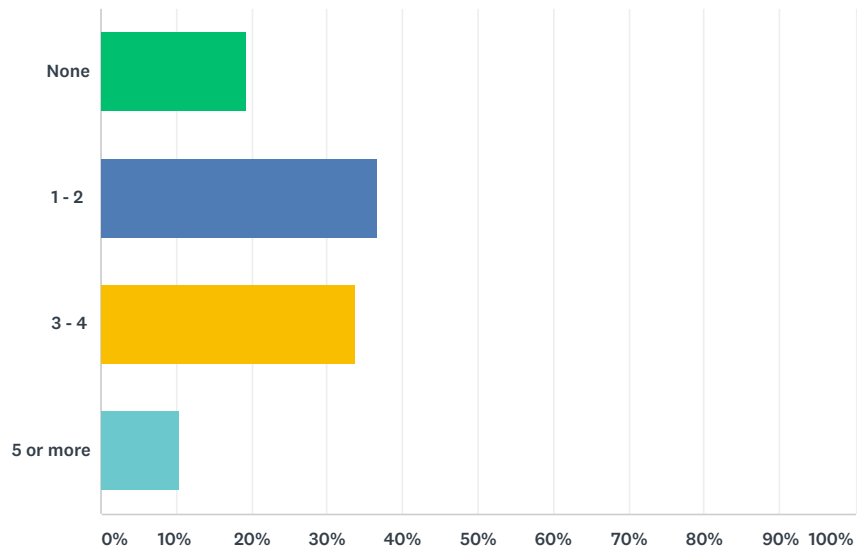
Answered: 172 Skipped: 20



ANSWER CHOICES	RESPONSES	
No opinion	27.91%	48
Yes	54.07%	93
No	18.02%	31
TOTAL		172

Q10 How many CHOA events do you attend each year?

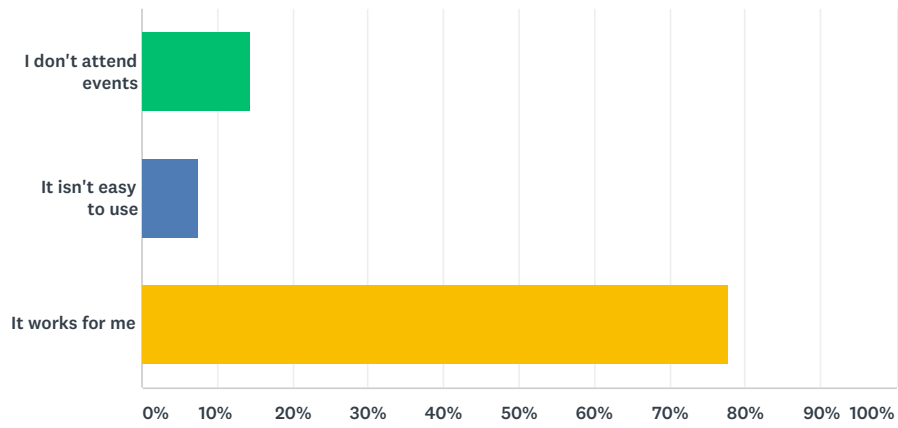
Answered: 172 Skipped: 20



ANSWER CHOICES	RESPONSES	
None	19.19%	33
1 - 2	36.63%	63
3 - 4	33.72%	58
5 or more	10.47%	18
TOTAL		172

Q11 How satisfied are you with the Evite (online) system for RSVPs?

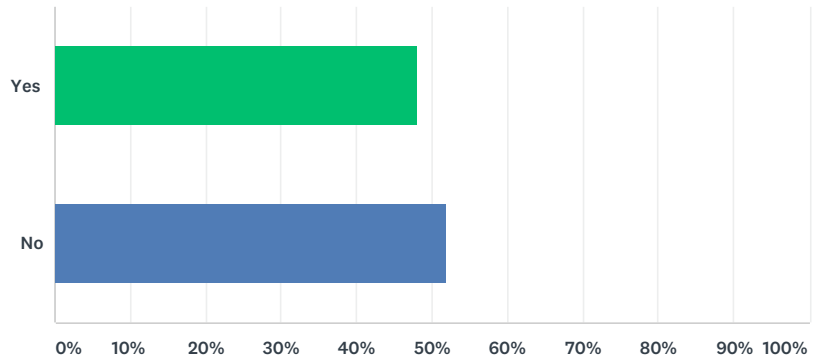
Answered: 172 Skipped: 20



ANSWER CHOICES	RESPONSES	
I don't attend events	14.53%	25
It isn't easy to use	7.56%	13
It works for me	77.91%	134
TOTAL		172

Q13 Have you attended a Board of Directors meeting before?

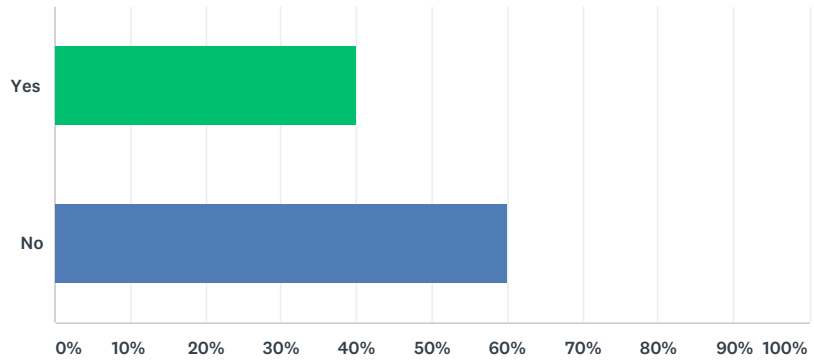
Answered: 168 Skipped: 24



ANSWER CHOICES	RESPONSES	
Yes	48.21%	81
No	51.79%	87
TOTAL		168

Q14 Have you attended a CHOA Committee meeting before?

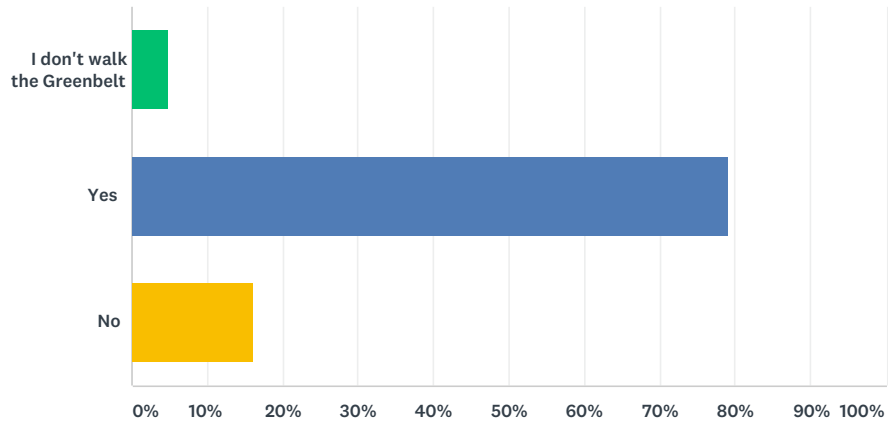
Answered: 168 Skipped: 24



ANSWER CHOICES	RESPONSES	
Yes	39.88%	67
No	60.12%	101
TOTAL		168

Q16 Do you feel safe walking the Greenbelt after sundown?

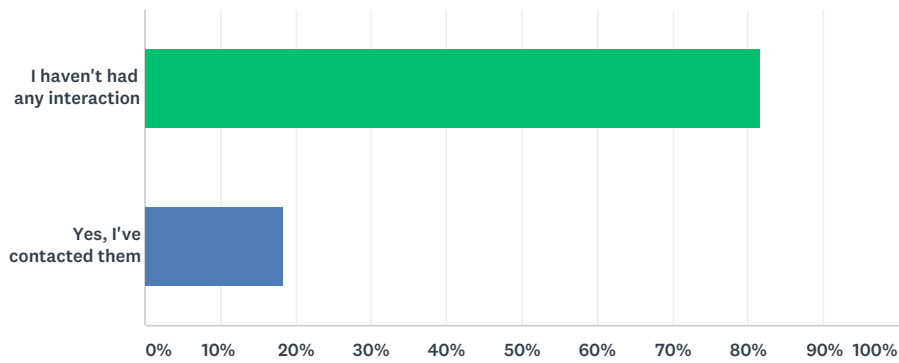
Answered: 168 Skipped: 24



ANSWER CHOICES	RESPONSES	
I don't walk the Greenbelt	4.76%	8
Yes	79.17%	133
No	16.07%	27
TOTAL		168

Q17 Have you had any interaction with our CHOA facility security company? Remember, the security company patrols CHOA facilities only and not our streets. For incidents happening on one of our streets, contact the Concord Police Department.

Answered: 168 Skipped: 24



ANSWER CHOICES	RESPONSES	
I haven't had any interaction	81.55%	137
Yes, I've contacted them	18.45%	31
TOTAL		168