



Grand Haven CDD

Resident Survey

PRESENTATION DOCUMENT

Our 10 Year Plan Inputs Drove Survey Process:

- Reserve Study Results, July 2019
- Operational Staff
- District Manager
- Lacking Resident & Amenity Staff Input
- Resident Survey chosen input method

Process Began with assigning Board Member :

- Potential Partners Researched
- Survey Companies - limited Interest
- Survey Monkey and Snap Survey Proposed
- Snap Survey Selected, better fit for CDD needs

Snap Survey Guided Board on approach:

- Limited Questions to 10-15
- Publish a Paper Survey, friendly to GH Demographics
- Responses on-line or thru paper
- Establish Demographic Framework
- Data Base of Response for future use

Snap Survey Built and Managed Program:

- Survey Responses open for a month
- Control Numbers used to prevent duplicates
- Processed all Electronic and Paper Surveys
- Developed Custom Reporting
- Final Response Data Base – CDD PROPERTY

BZ Mailing Selected to Print & Mail Surveys:

- Current Oak Tree Processor, familiar with Resident List
- GHMA provided current resident list
- GH Resident Proofing Team (5) signed off on final Survey
- Mailed 1830 Surveys on August 23
- Received 973 Responses (53.2%), Great Participation!!!

Board Defined Custom Reports:

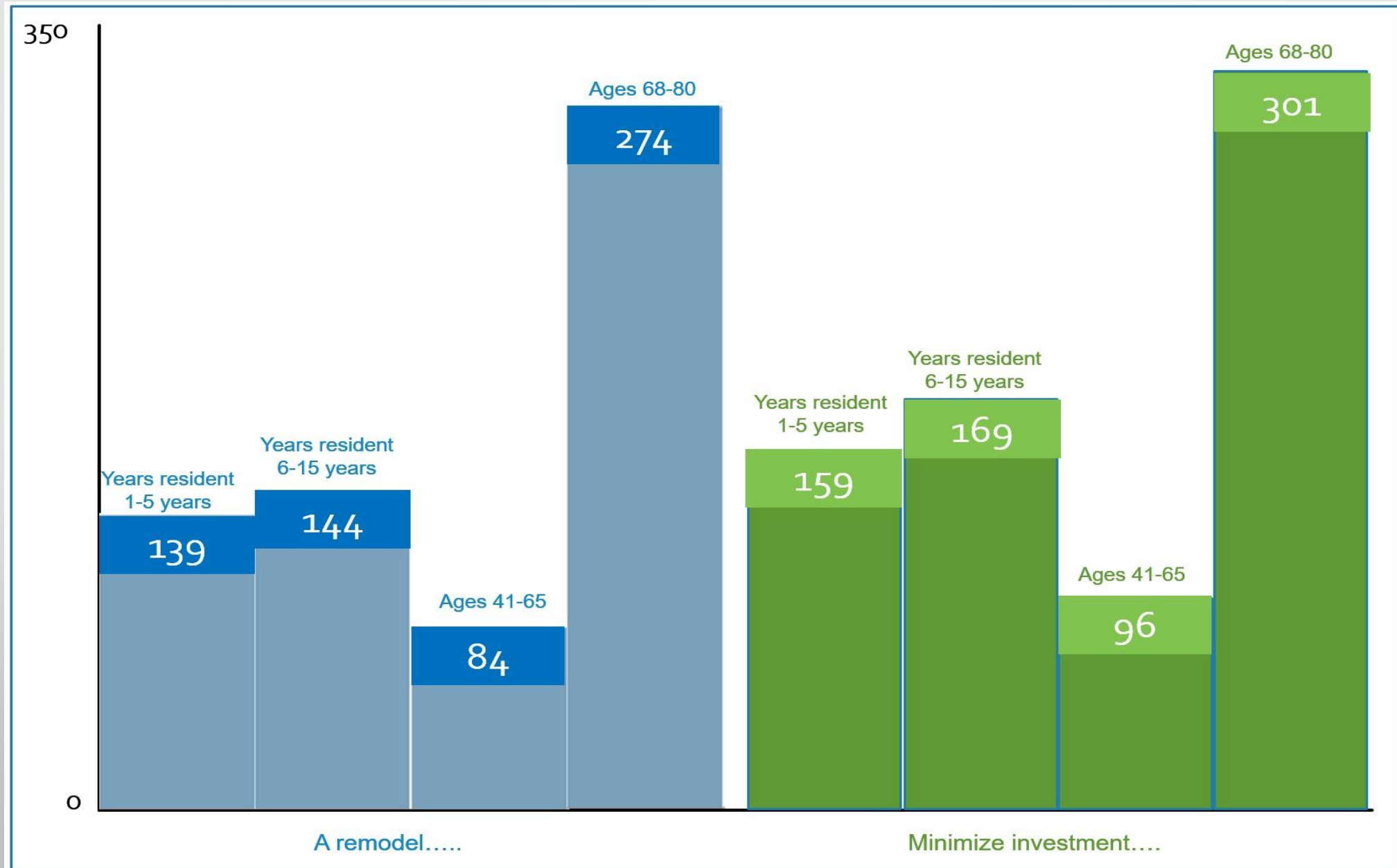
- Driven from raw data review
- Reports 1-2, Years Resident <6 & 6-15
- Reports 3-4, Resident Age 41-65 & 66-80
- Reports focused on 4 Questions:
 - Café Remodel
 - Security Improvements
 - Expansion of Facilities
 - Path for Personal Conveyances

What Did we Learn from Residents:

- Café Remodel:
 - Strong Café Advocacy
 - Professional Design Plan
 - Preference for Targeted Improvements
 - Remain Open during Remodel Work
 - Minimize Costs to Community
 - Menu Expansion – Vegan & Dietary options
 - Quick Hits Ideas: Expand Hours and Menu
 - Poolside Ordering
 - More TVs in Cafe

* Kitchen Impact designed into approach .

Café Remodel

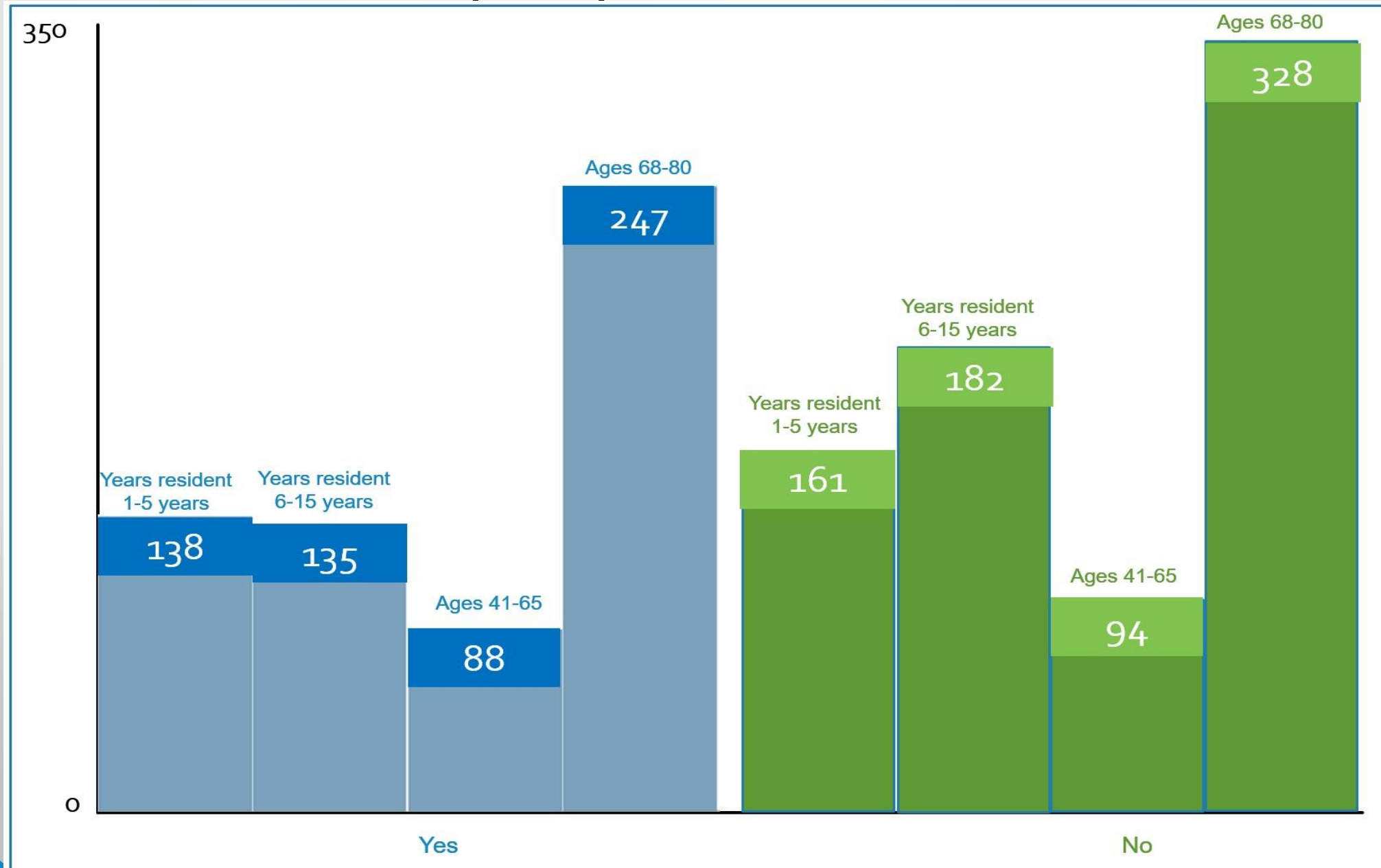


What did we learn from Residents (cont.):

- Security Improvements:
 - Emphasized Access Control
 - Provide Resident Self-Service Capabilities
 - Improve Technology for ease of use
 - Guard Training Improvements
 - Limit Access by Non-Residents
 - Better Change Management
 - Problem Communications Improvements

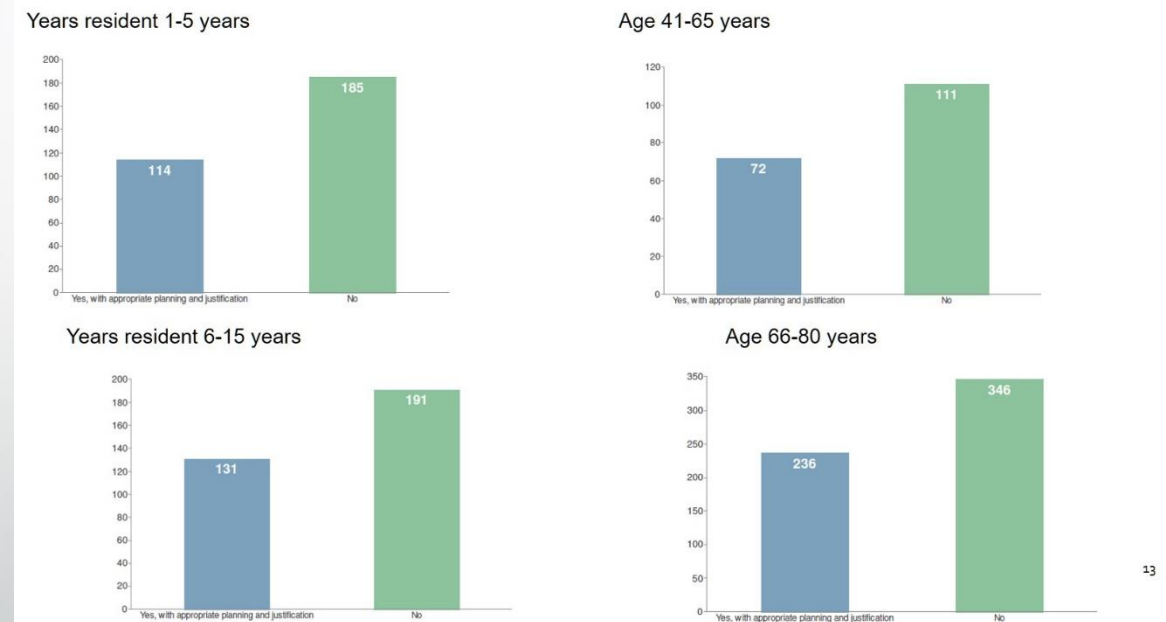
*** Even the "No" Group Supported Most of above.**

Security Improvements



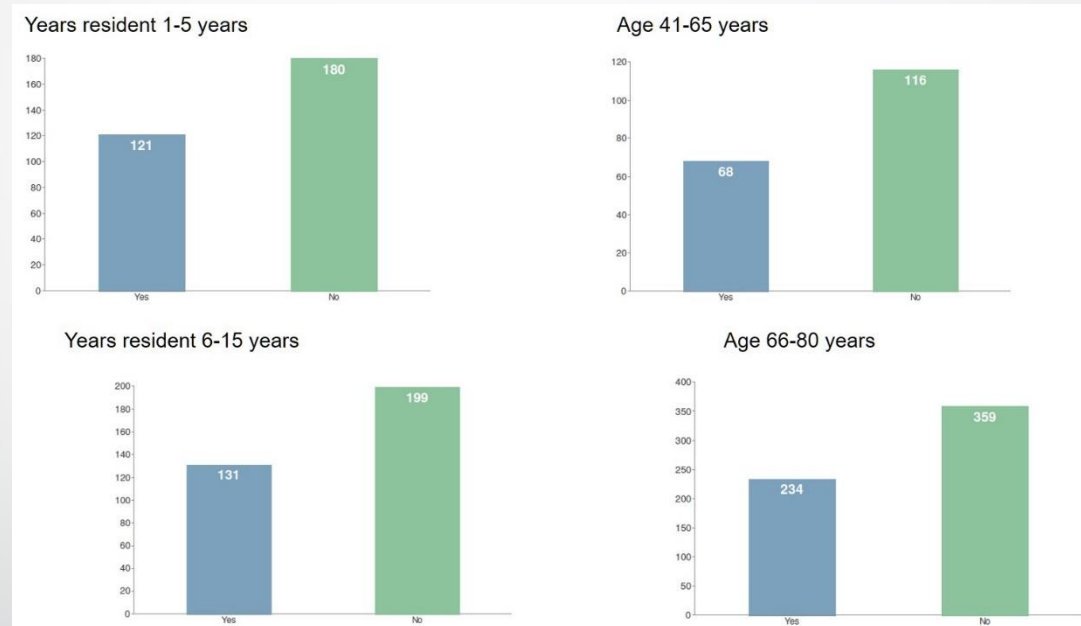
What did we learn from Residents(Cont.):

- **Facilities Expansion:**
 - Resident “Value” Driven Expansion
 - Favor LT Plan Driven Projects
 - Improve Existing Facilities Utilization
 - Disability Access Improvements
 - Parking Improvements, needs driven



What did we learn from Residents(Cont.):

- **Personal Conveyances Path:**
 - Very Low Level of Support
 - No Actions Planned



Next Steps for Survey Results:

- Custom Reports Available on Website
- Consider Town Hall Feedback
- Update 10 Year Plan with Survey Learnings
- Define Plans to Implement Survey Feedback

Learning from Resident Survey:

- Surveys are effective for Resident Feedback
- Survey Costs Reasonable, \$5,700.
- Create More Concise Questions
- Resident Input can focus initial planning
- Residents' vision can create the future Grand Haven