

Amenity Center Survey

I reviewed the summary report on the Amenity Center Survey and also took the time to go to the CAMS office and read all 3,714 comments to the survey questions. These reviews have resulted in the following observations:

- The basic approach to the survey is, in my opinion, flawed. The concept of doubling single responses from a single property response and then multiplying these responses by the number of properties owned leads to misleading results. You cannot extrapolate opinions of one respondent as if that persons responses automatically applied to the other owner. Also, it is not possible for real estate to have an opinion. When it comes to voting, the CC&Rs limit the vote to one per property. While this was a survey, I believe that it would have been appropriate to follow the CC&R rules.
- The summary of responses to many of the questions tabulated the percentage of answers for those who answered the question, not the percentage of the all of the respondents to the survey. This leads to distorted results such as claiming that 54% of the respondents said that they would be willing to pay more than \$350 in additional assessments for a new amenity center in response to question 26, but only 66% of the respondents to the survey answered that question. Multiply 54% by 66% and you get only 36% of the respondents who indicated that they would be willing to pay more than \$350 in additional assessments. The report goes on to say the 46% of respondents would be willing to pay \$200 more, but 2/3 of this is only 30%. If you read the comments you would see that most of those who did not answer the question stated that they would not pay any more.
- With regards to the questions related to satisfaction/dissatisfaction with Ocean Ridge, the biggest concern was not the capacity of the current amenities. It was with the lack of secure entrances to the community, the conditions of the golf courses, the conditions of the ponds, the general dissatisfaction with the developer and lack of transparency by the Board of Directors.
- With respect to the current amenities, the data presented in the survey summary did not show a major issue with the current amenities other than parking at the planation club and the beach house.

The bottom line is that the survey does not present the board of directors with a clear mandate to significantly increase the annual homeowner's assessments to build the type of amenity that has been presented to the community as being absolutely needed.