



# Parkway Maintenance & Management Pinellas, LLC

## Resident Survey

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**May 13, 2021**

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# Methodology

Using a mail survey, Parkway Maintenance & Management Pinellas, LLC (Parkway) printed and mailed a survey to residents to better understand residents’ opinions on the quality of life at On Top of the World Clearwater (OTOW-Clearwater). Residents filled out and returned their responses which were aggregated and analyzed by Clearview Polling & Research, LLC, over the course of three weeks from the survey’s due-date of February 26, 2021. Parkway mailed 4,672 surveys to all OTOW-Clearwater residents and received 1,893 in return, which we consider to be a high response rate for a survey of this nature. Demographics included residents’ number of years lived at OTOW-Clearwater, building location, household resident number, and if they lived at OTOW-Clearwater seasonally or year-round.

Demographic	Sample Population
<b>OTOW News</b>	
Very often	70%
Sometimes	23%
Rarely	7%
<b>Building Location</b>	
East Side	66%
West Side	22%
Paradise	5%
<b>Number in Household</b>	
1	44%
2	52%
3	2%
<b>Year-round/Seasonal</b>	
Year-Round	78%
Seasonal	19%

# Executive Summary

To get an understanding of residents' opinions on the quality of life at On Top of the World Clearwater (OTOW-Clearwater), Parkway Maintenance & Management Pinellas, LLC (Parkway), printed and mailed a survey to residents which was aggregated and analyzed by Clearview Polling & Research, LLC (Clearview) and provided the results outlined below.

The results showed the following:

- \* There appears to be overall satisfaction with OTOW-Clearwater with 88% respondents reporting good or excellent favorabilities about living at OTOW-Clearwater, and
- \* Where there appeared to be pockets of varying degrees of concern, it came in the following areas:
  - ▶ **Infrastructure and landscaping improvements.** This category largely concerns aesthetic conditions on campus, such as building paint, frequency of common spaces being cleaned, how often the landscapers visit the property, and the uniformity to which they maintenance the landscaping building to building. For the Q2 open ended, this made up about a third of responses, and 11% of responses for the final open-ended.
  - ▶ **Communications.** Much of this category is a neutral as far as any positive or negative reaction from respondents. Many residents want more clarity regarding policy, policy changes, and board activities, and are not sure where to find that. Subgroups within this category averaged about 5% of responses.
  - ▶ **Security.** Concerns about security and/or rumors about car break-ins or drugs on campus came up with some frequency. About 5% of responses for Q2 fell into this category.
  - ▶ **Amenity access.** In an effort to be as safe as possible in light of the COVID-19 pandemic, many of OTOW-Clearwater's amenities closed down (shorter hours, different access, etc.). However, many residents either know this was the reason and are frustrated that it is still an active policy, or need more clarity about why these were closed/had hours shortened. Responses in this category ranged from 7-10% of responses for Q2 and the final open-ended question.

- ▶ **Cable/Spectrum Clarity.** Many respondents cited confusion over the status of the Spectrum deal and/or expressed that they would like to have more cable options and more affordable packages. The biggest concern is that most who answered in this category neither explicitly asked for or protested against the Spectrum deal, but rather, wanted some clarity about what happened after they learned that it was approved and then saw no direct action or change. About 4-7% of responses for Q2 and the final open-ended question fell under this category.
- ▶ **Board transparency.** Respondents who answered under this category were concerned or frustrated about the amount of access they had to knowing what was going on with the board and how decisions were being made. They wanted more access to the board's processes and/or more opportunities for resident input. For both Q2 and the final open-ended question, 5% of responses fell into this category.

## Summary

Overall, residents at OTOW-Clearwater are happy and report general contentment with their experiences living there. **It is important to note that 88% of respondents reported an “excellent” or “good” their favorability of OTOW-Clearwater and that 51% would definitely recommend OTOW-Clearwater to someone thinking about moving to the area (with another 36% saying they probably would). That is to say that residents at OTOW-Clearwater are generally happy with the community, though there is room to make a few adjustments.**

# Overall Results

## Poll/Qualitative Questions:

**Q1.** Generally speaking, what is your overall favorability of living at On Top of the World Clearwater?

Excellent	37%
Good	51%
Only fair	10%
Poor	2%
No answer	--%

**Q2.** In the coming years, what is the top thing you would like to see improved at On Top of the World Clearwater?

Campus infrastructure and amenities need to be better maintained/improved	30%
Landscaping needs to be improved	17%
Want longer amenities hours/more guest access/COVID restrictions lifted	10%
Want Spectrum package/want clarity about Spectrum (cable) package	7%
Board and management needs to be more transparent and communicative	5%
Concerned about security/crime	5%
Want front office/property management to be more responsive/helpful	5%
Happy with OTOW	3%
No answer/left blank	16%
Other *defined on page 13	19%

**Q3.** Generally speaking, what is your opinion of the On Top of the World Clearwater Board of Administration (“the Board”)?

Very Favorable	38%
Somewhat favorable	42%
Somewhat unfavorable	12%
Very Unfavorable	4%
No answer	5%

**Q4.** Where do you feel like the direction of life at On Top of the World Clearwater is going as a community?

Getting better	36%
Staying the same	45%
Getting worse	17%
No answer	2%

**Q5.** Would you recommend On Top of the World Clearwater to someone thinking about moving to the area?

Definitely yes	51%
Probably yes	36%
Probably no	10%
Definitely no	2%
No answer	1%

**Q6.** Is there anything that you have read or heard lately that causes you concern about living at On Top of the World Clearwater?

Wrote “No”	39%
Lawsuit/litigation *defined on page 14	19%
Concerned about security/crime	6%
Want Spectrum package/want clarity about Spectrum (cable) package	4%
No answer/left blank	13%
Other *defined on page 14	25%

**Q7.** How often do you read On Top of the World News?

Very often	70%
Sometimes	23%
Rarely	7%
No answer	1%

The On Top of the World Clearwater Board of Administration wants to communicate effectively with you. Please rate whether each of the following is an effective way to communicate with you.

**Q8a.** On Top of the World News

Very good	47%
Good	33%
Not good/no answer	21%

**Q8b.** Mailed Notices

Very good	57%
Good	31%
Not good/no answer	12%

**Q8c.** OTOW-Alerts (RAVE)

Very good	28%
Good	26%
Not good/no answer	46%

**Q8d.** Emails

Very good	38%
Good	25%
Not good/no answer	37%

**Q8e.** Notices posted in your building

Very good	34%
Good	40%
Not good/no answer	26%

**Q8f.** Notices posted in the Activity Centers

Very good	16%
Good	32%
Not good/no answer	52%

**Q8g.** Notices posted in other common spaces

Very good	17%
Good	34%
Not good/no answer	49%

**Q8h.** On Top of the World Clearwater website

Very good	23%
Good	39%
Not good/no answer	38%

**Final Question:** Thank you for your time. If there is anything else you would like the On Top of the World Clearwater Board of Administration to know, please tell us in a few sentences:

Happy with OTOW	12%
Campus infrastructure and amenities need to be better maintained/improved	11%
Want longer amenities hours/more guest access/COVID restrictions lifted	7%
Landscaping needs to be improved	6%
Board and management needs to be more transparent and communicative	5%
Want Spectrum package/want clarity about Spectrum (cable) package	4%
Want front office/property management to be more responsive/helpful	4%
Concerned about security/crime	2%
No answer/left blank	41%
Other *defined on page 15	18%

**Demographic Questions:**

**Q9.** How long have you lived at On Top of the World Clearwater?

Less than 2 years	11%
2-5 years	21%
5+ years	66%
No answer	1%

**Q10.** What is your building number? (building location)

East side	66%
West side	22%
Paradise	5%
No answer	7%

**Q11.** How many people live in your household?

1	44%
2	52%
3+	2%
No answer	2%

**Q13.** Do you reside at On Top of the World Clearwater year-round or seasonally?

Year-round	78%
Seasonally	19%
No answer	2%

**Q14.** If you were not able to secure an appointment for our recent COVID-19 vaccination event on site, would you be interested in us hosting another event for residents to get vaccinated?

Yes	31%
No	10%
Already received the vaccine	56%
No answer	4%

## Open-Ended Responses

Below is a breakdown of the responses provided in the open-ended questions categorized as “Other” or “Lawsuit/Litigation.” All responses below were provided by fewer than 50 residents, or approximately 3% of responses, and thus were excluded from the top-line results. Responses provided by fewer than 5 respondents were excluded from this breakdown where necessary.

**Q2.** In the coming years, what is the top thing you would like to see improved at On Top of the World Clearwater?

**RESPONSES CATEGORIZED AS OTHER:**

Concerned about car and pedestrian safety or parking	2.3% (44 responses)
Want new services/updates	2.1% (39 responses)
Concerned about renters	1.6% (31 responses)
Wrote “No”	1% (19 responses)
Concerns about rule enforcement	1% (19 responses)
Opposed to HOA fee increases	0.7% (14 responses)
Want transportation services on property	0.6% (12 responses)
Board has too much control over owners	0.6% (11 responses)
Concerned about residents’ dog breeds and weights	0.4% (8 responses)
Want different Board of Administration structure	0.2% (4 responses)
Referenced complaints among a small minority of residents	0.1% (2 responses)

**Q6.** Is there anything that you have read or heard lately that causes you concern about living at On Top of the World Clearwater?

**RESPONSES CATEGORIZED AS LAWSUIT/LITIGATION:**

Referenced lawsuit “filed against OTOW”*	6.1% (116 responses)
*We presume this is in reference to a resident’s lawsuit against the unit owner condominium association	
Questions or concerns about recent land leases or sales	4.1% (77 responses)
Referenced complaints among a small minority of residents	3.9% (73 responses)
Want clarity on letter sent by Board about lawsuit	0.7% (14 responses)
Believes Board is being threatened	0.7% (13 responses)
Want different Board of Administration structure	0.4% (8 responses)

**RESPONSES CATEGORIZED AS OTHER:**

Campus infrastructure and amenities need to be better maintained/improved	2.5% (48 responses)
Board and management needs to be more transparent and communicative	2.1% (40 responses)
Want longer amenities hours/more guest access/COVID restrictions lifted	2.1% (40 responses)
Concerned about renters living at OTOW	1.7% (32 responses)
Happy with OTOW	1.5% (28 responses)
Landscaping needs to be improved	0.8% (15 responses)
Want front office/property management staff to be more responsive/helpful	0.7% (13 responses)
Opposed to HOA fee increases	0.7% (13 responses)
Concerns about rule enforcement	0.6% (11 responses)
Board has too much control over owners	0.5% (10 responses)

**Final Question:** Thank you for your time. If there is anything else you would like the On Top of the World Clearwater Board of Administration to know, please tell us in a few sentences:

**RESPONSES CATEGORIZED AS OTHER:**

Concerns about rule enforcement	1.3% (24 responses)
Wrote "No"	1.1% (20 responses)
Concerned about car and pedestrian safety or parking	1% (18 responses)
Concerned about renters	0.9% (17 responses)
Want different Board of Administration structure	0.8% (15 responses)
Opposed to HOA fee increases	0.5% (10 responses)
Referenced complaints among a small minority of residents	0.4% (8 responses)
Want transportation services on property	0.4% (7 responses)
Want new services/updates	0.4% (7 responses)
Concerned about residents' dog breeds and weights	0.3% (6 responses)
Board has too much control over owners	0.3% (5 responses)

# Communications Ranking

**Q8a-8h:** The On Top of the World Clearwater Board of Administration wants to communicate effectively with you. Please rate whether each of the following is an effective way to communicate with you.

**(Highest to Lowest Net “Good” Response)**

#	Questions Text	Good	Not good	Net +/-
8b	Mailed Notices	88%	12%	76%
8a	On Top of the World News	79%	21%	58%
8e	Notices posted in your building	74%	26%	48%
8d	Emails	62%	37%	25%
8h	On Top of the World Clearwater website	61%	38%	23%
8c	OTOW-Alerts (RAVE)	54%	46%	8%
8g	Notices posted in other common areas	51%	49%	2%
8f	Notices posted in the Activity Centers	48%	52%	-4%

## Further Considerations

From the survey conducted by Parkway Management & Maintenance Pinellas, LLC (Parkway) of residents of On Top of the World Clearwater (OTOW-Clearwater), we gleaned a significant amount of useful insight. Below is a more anecdotal explanation of much of the open-ended responses we received, to add additional context to the results in this packet.

Much of the negative feedback we received was related to communication between residents and Parkway staff and management and the OTOW Board of Administration. Some residents expressed frustration at a perceived lack of communication, and many others made assumptions about various community operations because of a lack of information. (One telling example was a handful of people who responded that they believed the pool hours had been shortened because Parkway couldn't afford to have it open longer.)

Below are a series of issues raised in the survey responses that we believe could be actionable.

Note: Our first two issues were going to be reopening the pool to pre-pandemic hours of operations and restoring the golf course to pre-pandemic operations where possible. Around 10% of respondents mentioned wanting longer amenity hours, more guest access, or other COVID-19 restrictions lifted, particularly as OTOW-Clearwater's population get vaccinated. As both of those steps have been taken recently, they were otherwise excluded from this report.

- ▶ **Spectrum.** When asked what improvements they would like to see at OTOW-Clearwater in the coming years, 7% of respondents mentioned wanting clarity on the Spectrum changes and/or wanted the changes the community voted on implemented. Most of those who mentioned Spectrum were in favor of the proposed changes being implemented.
- ▶ **Building Cleaning.** Wanting campus infrastructure and amenities to be improved or better maintained was mentioned by 30% of respondents. Many of these responses included feedback on the cleanliness of the building elevators, stairwells, and trash rooms.
- ▶ **Pet Waste Removal.** A small but emphatic group of residents included mention of dog waste not being picked up in their responses to every open-ended question.

- ▶ **Board Meeting Minutes & Videos.** A significant amount of the feedback related to Board transparency was regarding access to Board meeting records and ability to attend or stream Board meetings live, including participating in such meetings.
- ▶ **Public Input.** As referenced above, public input into Board decisions was a major point raised during responses related to transparency and openness.
- ▶ **Increase Digital Communications.** While mailed notices and the OTOW News are presently the best ways to communicate with residents, according to their feedback in this survey, a number of residents recommended or requested expanded digital communications. While traditional means of communications such as the mailed notices and print edition of the OTOW News are particularly important to those who have lived at OTOW-Clearwater the longest, trends begin to change among newer (and likely younger) residents.
- ▶ **Landscaping.** Improving or refreshing community landscaping was an issue raised by 17% of respondents when asked what they would like to see improved at OTOW-Clearwater. Residents disagreed on the landscaping changes they wanted (for example, many want more trees and many others want fewer trees). There was an overall consensus that the landscaping could use a refresh.
- ▶ **Security.** Community security was brought up by approximately 5% of respondents in the survey. Generally, these residents feel that there is a need for increased security in the community to address petty theft and vandalism.
- ▶ **Office Responsiveness.** Responsiveness and helpfulness of office staff was a point raised by approximately 5% of respondents. To these residents, they feel that the OTOW-Clearwater office staff is often dismissive of their concerns or requests and are often not polite to the resident.
- ▶ **Intra-Property Accessibility.** A longer-term item to consider is improving accessibility within the community. This includes items such as increasing the benches and seating throughout the community in green spaces, a shuttle system for residents to be transported on the campus from their units to amenities and activities, and increased bus stops for those who do not or cannot drive outside the community. These will be especially attractive to those who are considering moving to OTOW-Clearwater but require increased help day-to-day short of

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live-in care, as they provide more elements of security and independence for many. This consideration should be made in light of an aging present population and in terms of general ADA-compliance.

- ▶ **Generation X.** As Generation X ages and younger residents continue to move into OTOW-Clearwater, it is worth considering ways to cater to this new generation. Such considerations may include increased internet speeds and capacity in units and amenities and activities more appealing to a younger audience.