



LAKE ASHTON

Resident Satisfaction Feedback Survey Results Report

July 2019

Results Compiled By:

Christine Wells

Community Director
Lake Ashton Community
Development District
4141 Ashton Club Drive
Lake Wales, FL 33859
863.324.5457

cwells@lakeashtoncdd.com

Mary Bosman

Community Director
Lake Ashton II Community
Development District
6052 Pebble Beach Boulevard
Winter Haven, FL 33884
863.595.1562

mbosman@lakeashton2cdd.com

2019 Lake Ashton Joint Resident Feedback Report

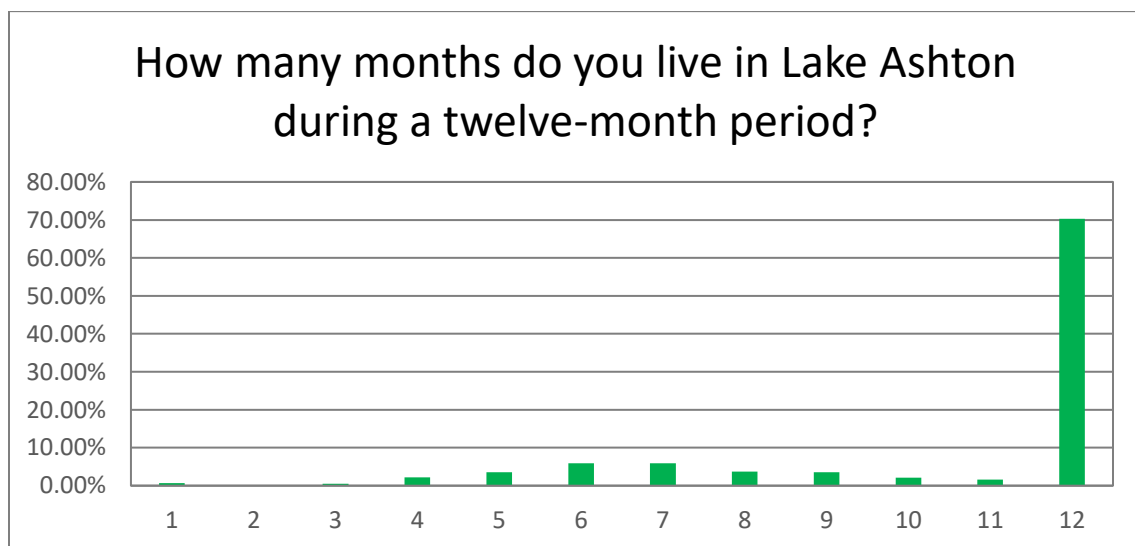
The 2019 LACDD Feedback Survey was released electronically to 1,442 email addresses. Residents were able to complete the survey via the [surveymonkey.com](https://www.surveymonkey.com) website. The survey was also available in paper format at the Clubhouse and Health and Fitness Center (HFC) Activities Desks. Resident Satisfaction Surveys were received through March 31, 2019. Staff received about 657 surveys. The survey results offer a picture of how Lake Ashton residents perceive the importance and quality of various community services. The survey results provide staff and the Boards of Supervisors insight into overall satisfaction with the Lake Ashton lifestyle. Data collected can be useful for decision-making such as resource allocation. The information is also useful to identify residential priorities, areas for improvement, areas where improved communication is needed, and areas where further research may be helpful.

The entire Lake Ashton community is currently comprised of about 965 occupied homes in Lake Wales and 481 occupied homes in Winter Haven.

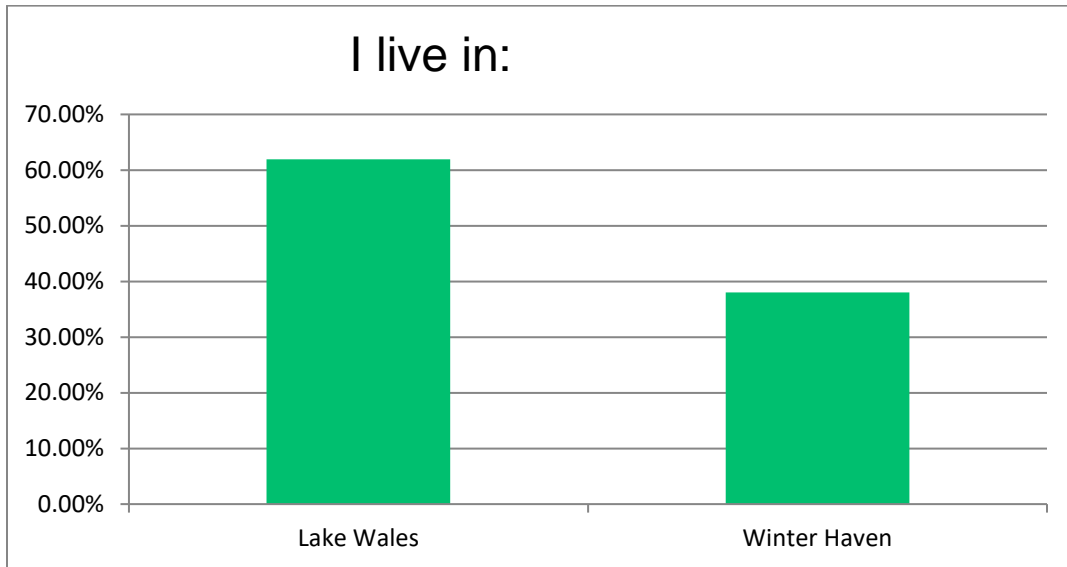
Staff utilized weekly Monday Coffee information meetings, the February and March editions of the *LA Times* monthly newsletter, and the community website ashtonliving.net email messaging system to promote participation in the survey.

Demographic Information

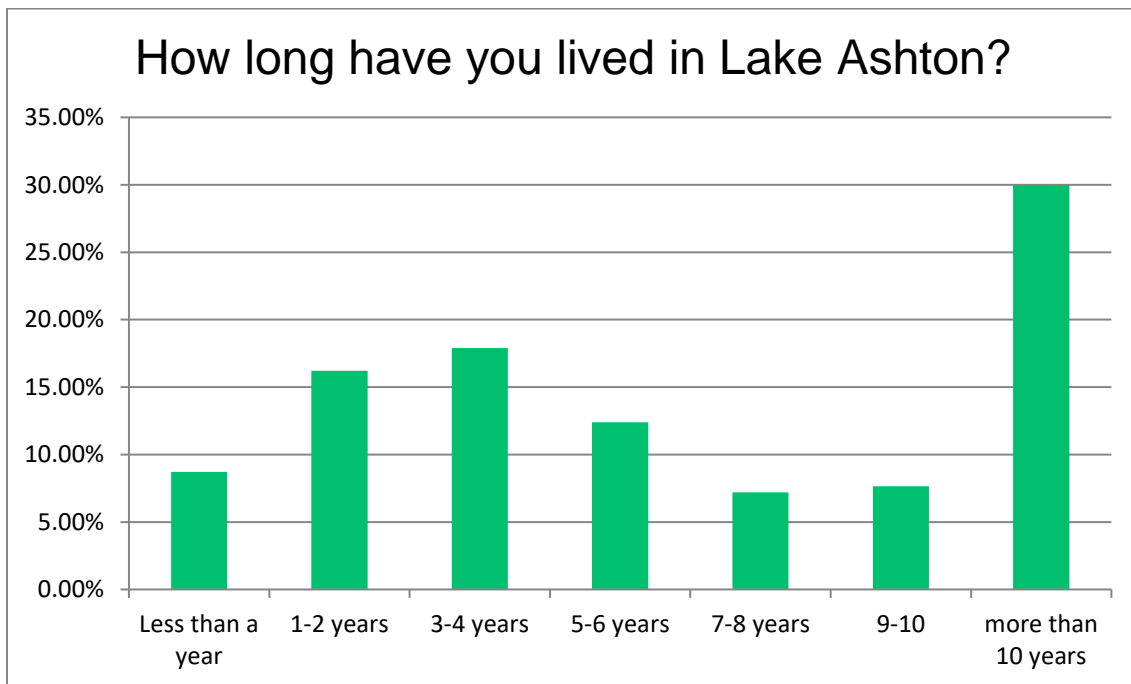
Most who responded to the survey indicated they live at Lake Ashton year-round. Residents were asked the number of months they reside in the Lake Ashton community (from 1 to 12 months). About 627 responders answered this question and about 70% (441 responses) indicated they live in Lake Ashton 12 months each year.



Of those who responded, 644 indicated where their residence was located in Lake Ashton, choosing either Lake Wales or Winter Haven. About 62% responses (399 responses) indicated living in Lake Wales and about 38% responses (245 responses) indicated living in Winter Haven.



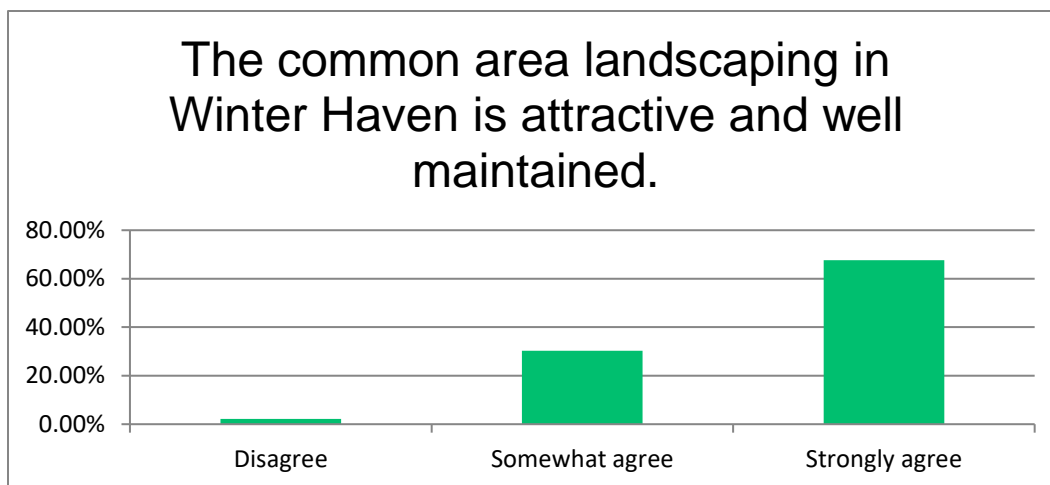
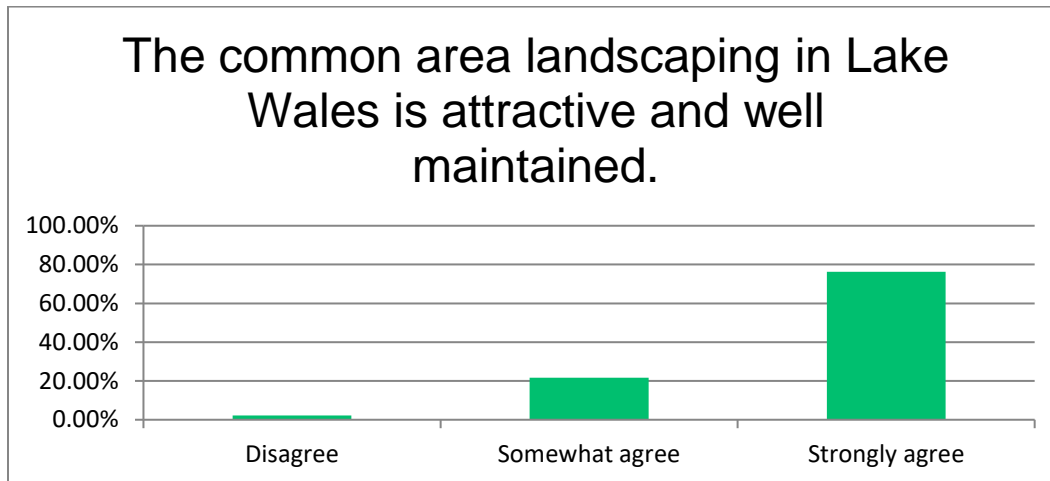
Most of the people who responded to the survey (30%) indicated they have lived at Lake Ashton 10 years or more.



2019 Detailed Findings

Lake Ashton CDD Common Area Landscaping

Residents provided feedback about common area landscaping. The community entrances, incoming boulevards, Clubhouse, Health and Fitness Center and surrounding amenities as well as the entrance area to The Palms are common areas maintained by LA (LW) CDD and LAll (WH) CDD.

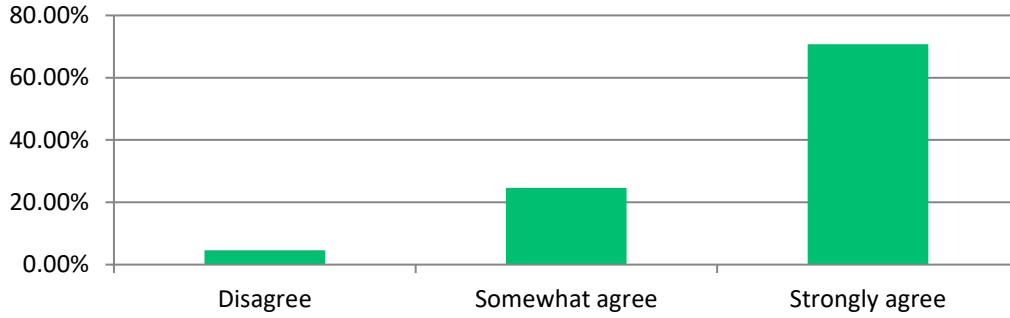


The majority of the comments regarding common area landscaping in Lake Wales and Winter Haven stated the common area landscaping is well maintained and attractive.

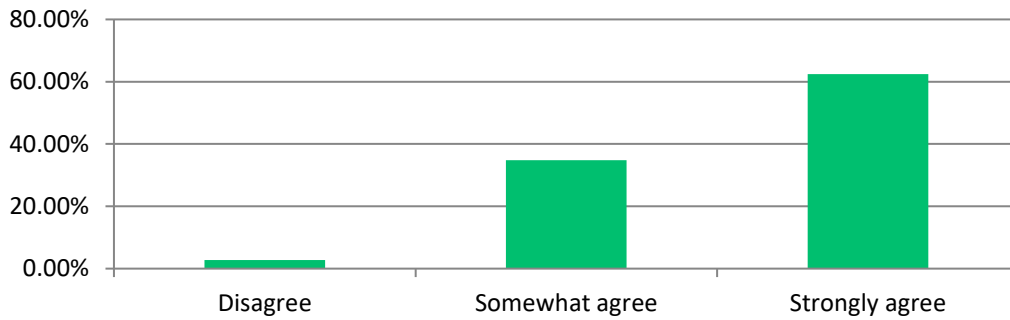
Lake Ashton CDD Restaurant and Catering Service (NiNi's at Lake Ashton)

Residents provided feedback about the Clubhouse restaurant. LA (LW) CDD owns the leased premise which operates as NiNi's at Lake Ashton. NiNi's provides breakfast, lunch, and dinner service six days weekly. NiNi's also provides catering services for Ballroom events.

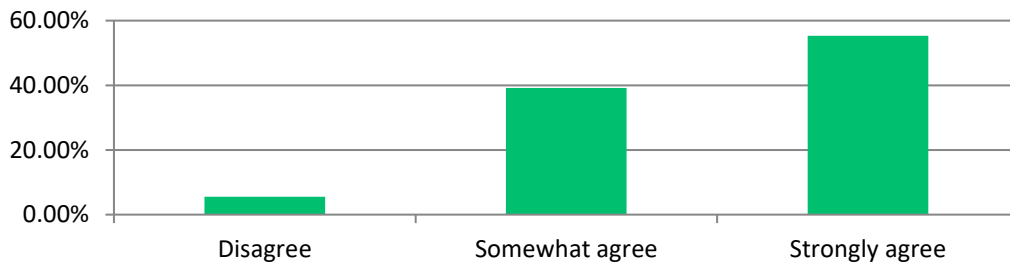
Having a restaurant within the community is important to me.



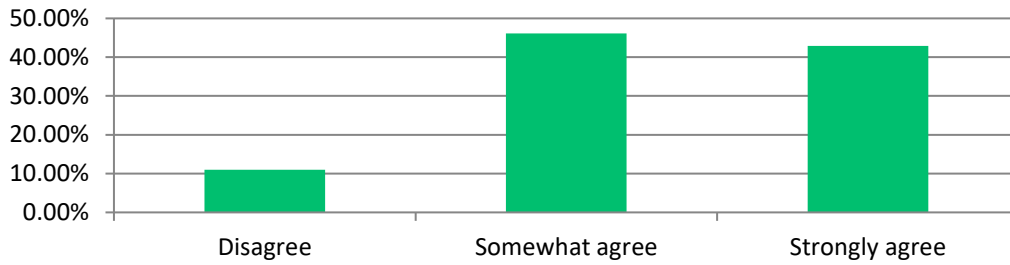
NiNi's at Lake Ashton's Dining Room and Patio are clean and attractive.



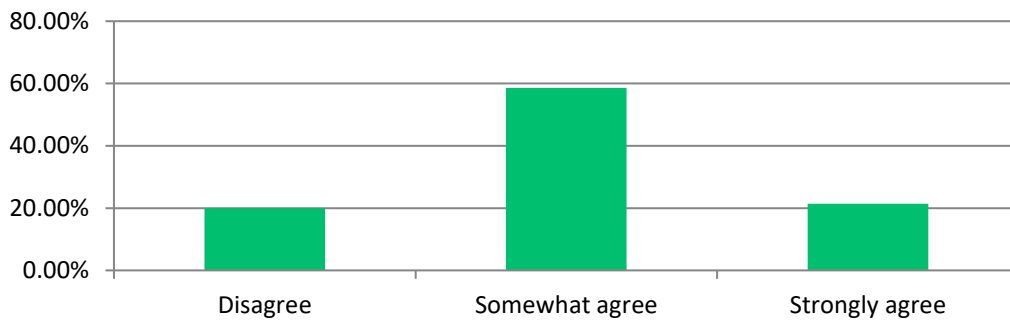
NiNi's at Lake Ashton's employees are courteous, knowledgeable, and have a professional appearance.



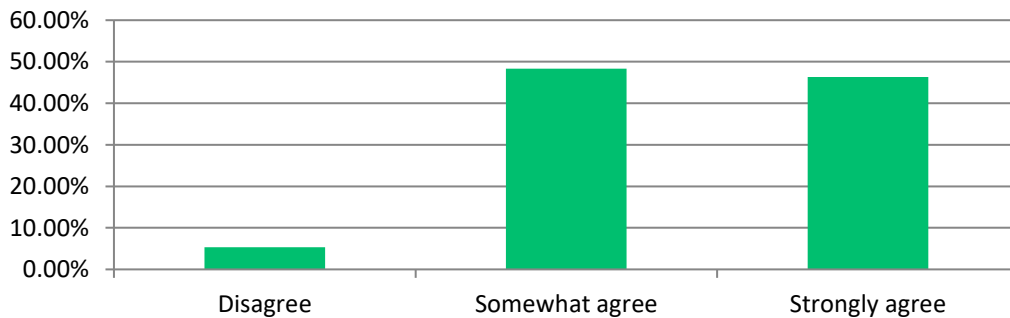
I am welcomed when arriving to dine at NiNi's at Lake Ashton; servers are prompt to take a drink order.



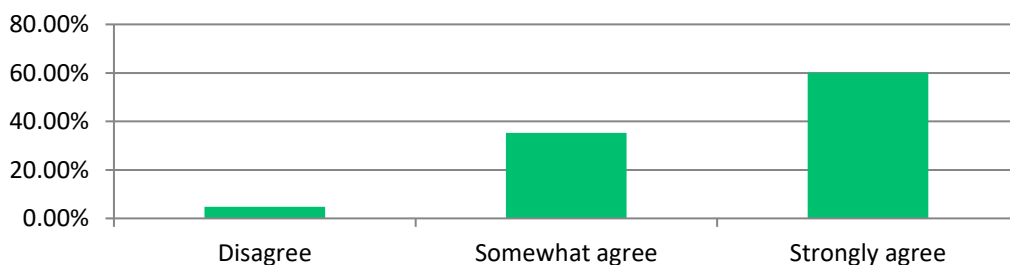
The menu at NiNi's at Lake Ashton suits my taste.



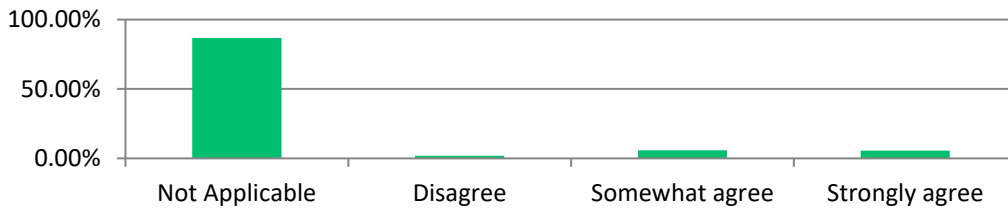
Meals at NiNi's at Lake Ashton are priced fairly.



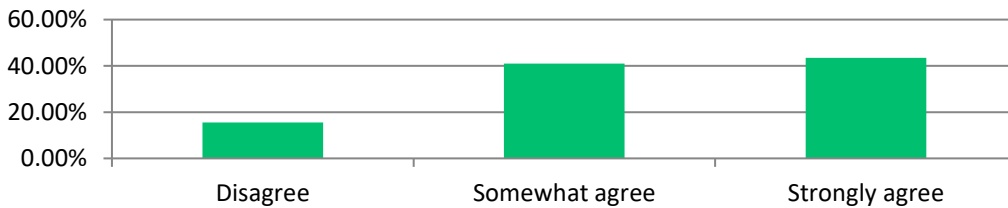
NiNi's at Lake Ashton is open during the times when I most frequently eat out.



In general, when I am planning an event in the Ballroom, my experience planning the menu (food and beverage service) has been mostly positive.



Having food and beverage service offered at the Clubhouse amenities such as the Pool, Bowling Lanes, Game Room, etc. is important to me.

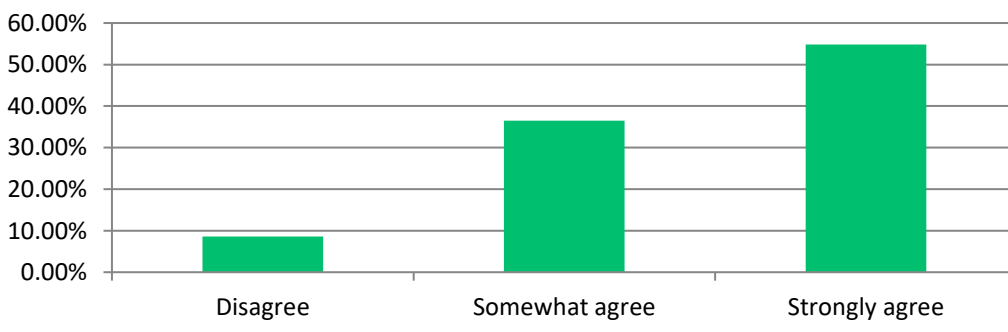


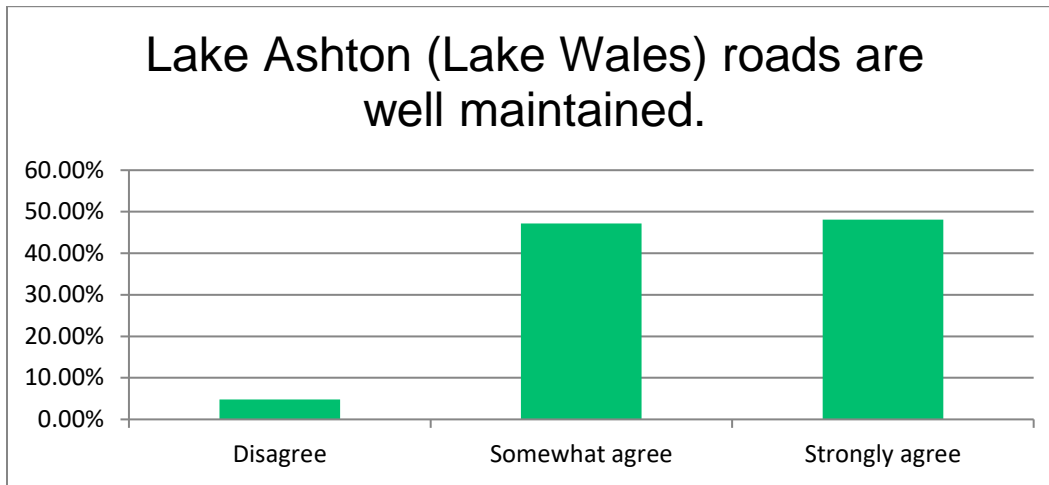
The majority of the comments regarding Restaurant and catering services at the Clubhouse were in reference to the menu not suiting the taste of residents with proposed menu changes mentioned.

Lake Ashton Roads

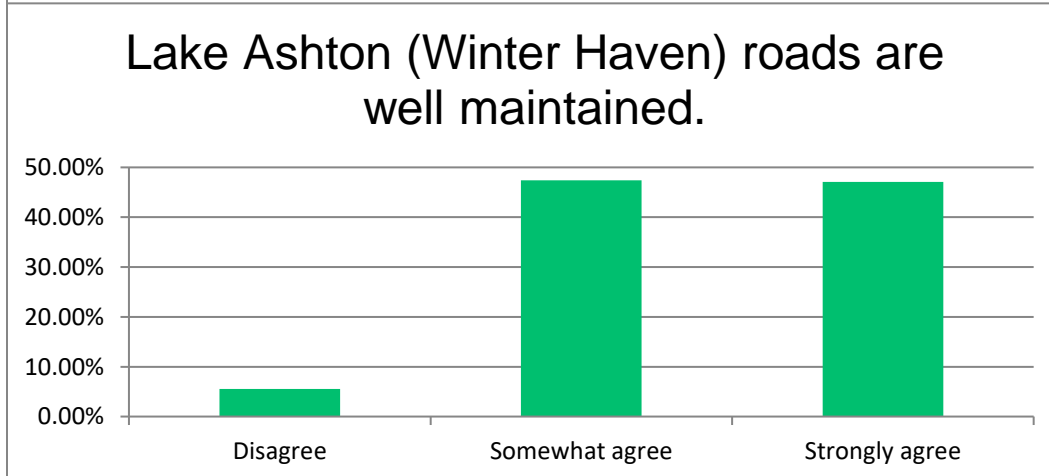
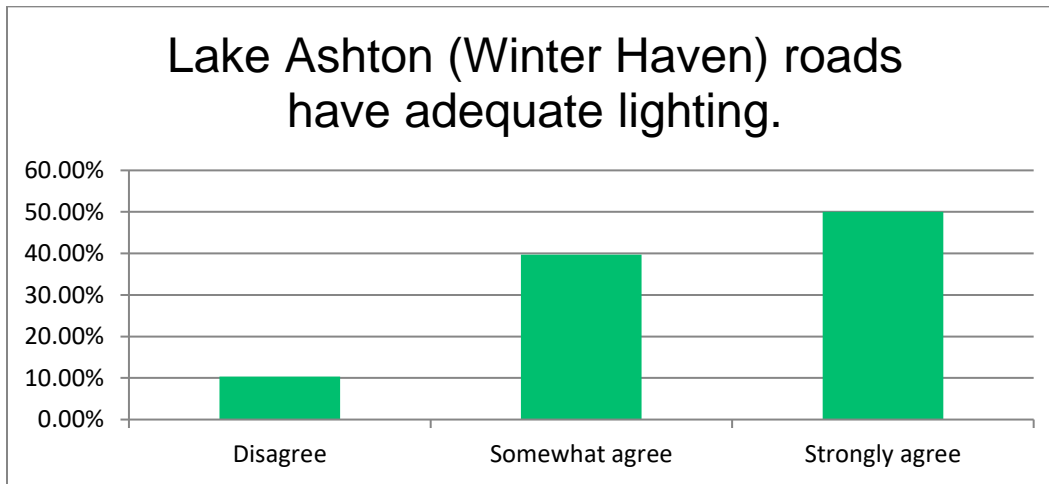
Residents rated the lighting and maintenance of roads at LA (LW) CDD and LAII (WH) CDD. The Districts own and maintain roads throughout the community. The Districts lease street lights from Tampa Electric Company (TECO) throughout the community. Residents also rated the safety of roads for vehicles and for pedestrians.

Lake Ashton (Lake Wales) roads have adequate lighting.





The majority of the comments in reference to LA (LW) CDD roads stated residents were satisfied with the maintenance of the roads. A list of pavement issues stated in the survey will be provided to the LA (LW) CDD Board of Supervisors and District Engineer for review.

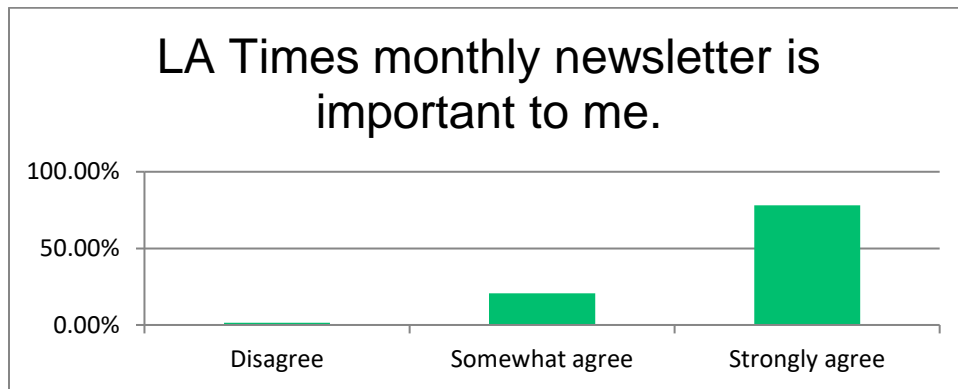


The majority of the comments in reference to LAII (WH) CDD roads agree that the roads are well maintained. Work has been done in various areas of LAII (WH) CDD roads since the survey was done. Recommendations of additional work will be brought to the LAII (WH) CDD Board for approval.

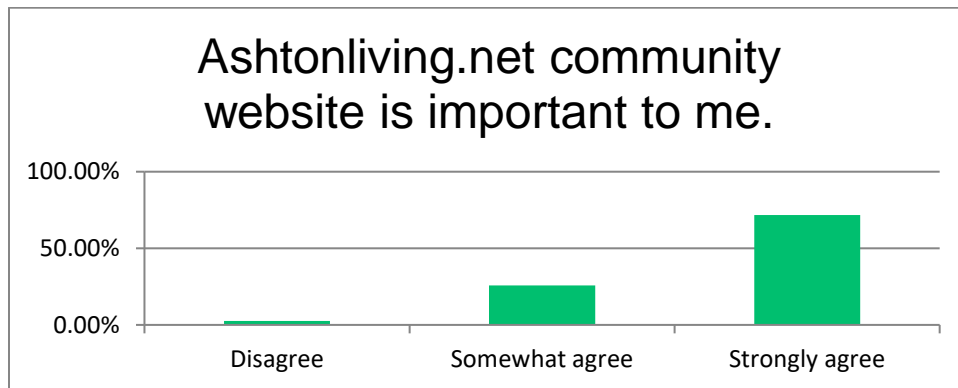
Lake Ashton Media and Communication

Residents rated various aspects of printed, electronic, and other communication. LA (LW) CDD distributes a monthly newsletter, maintains a community website, an electronic messaging system, a local access cable channel and hosts weekly community-wide information meetings. Both LA (LW) CDD and LAII (WH) CDD send messages to residents via the electronic messaging system on a weekly basis.

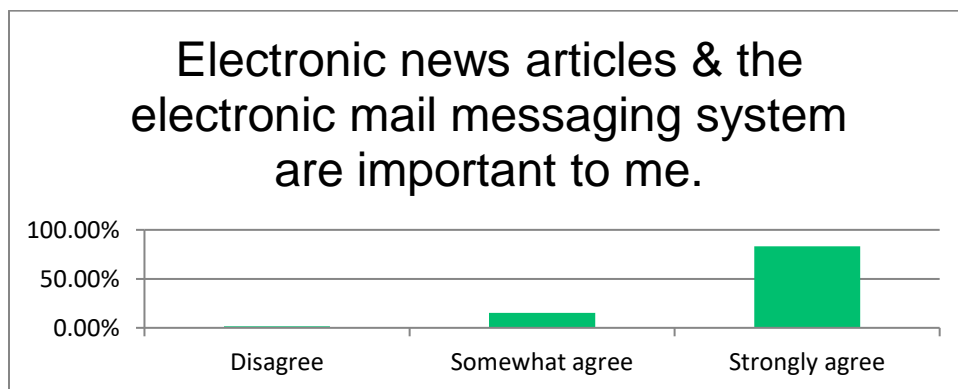
The newsletter is a print publication including news articles, featured content, and advertising. The publication is delivered to residential homes monthly and published on the community website.



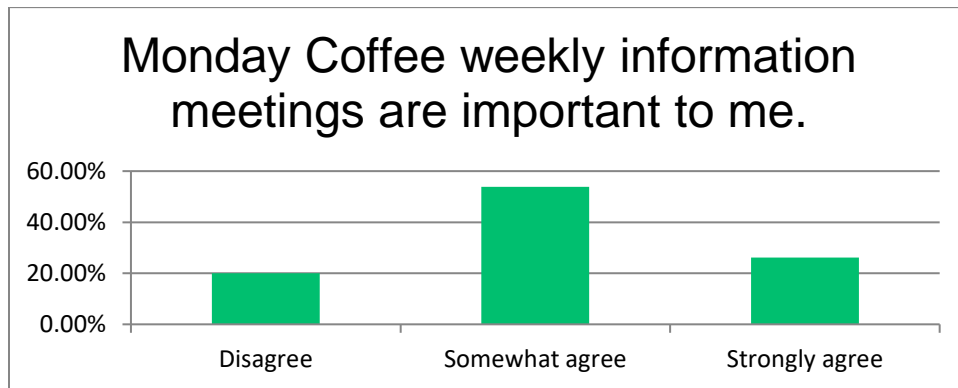
The community website is ashtonliving.net and contains information about HOA, CDD, resident services, activities, news articles, community resources, and classified listings.



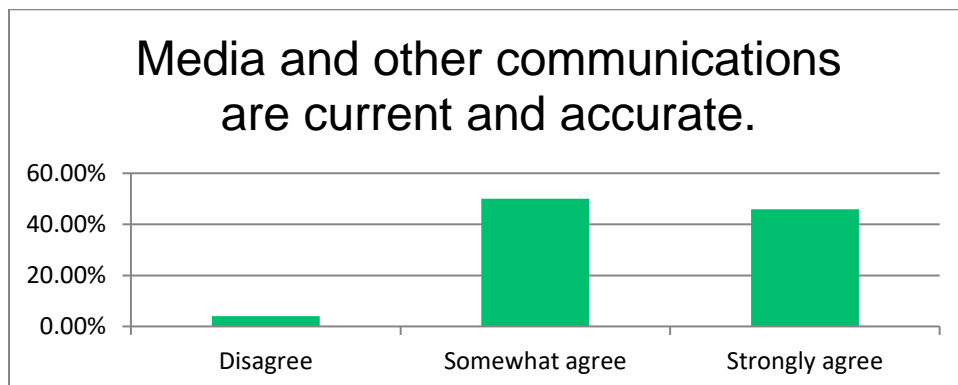
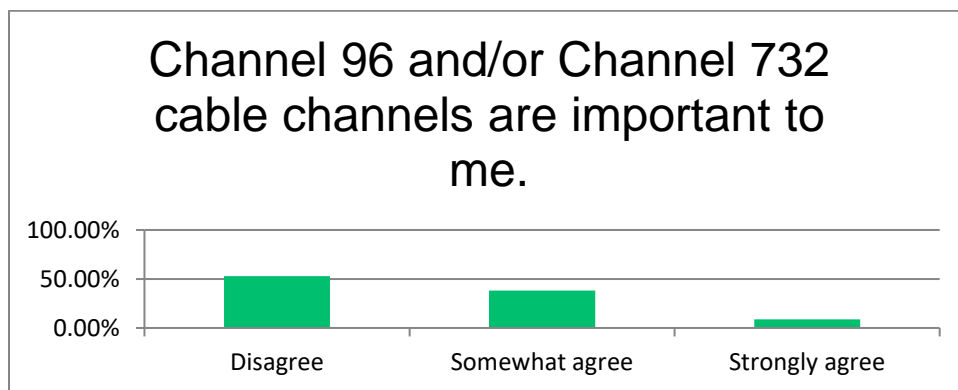
Email addresses are available for about 1,490 current residents. News articles are sent on a biweekly basis and emergency electronic messages can be sent as needed.



Monday Coffee is available to residents each week. News about happenings in and around Lake Ashton are presented.



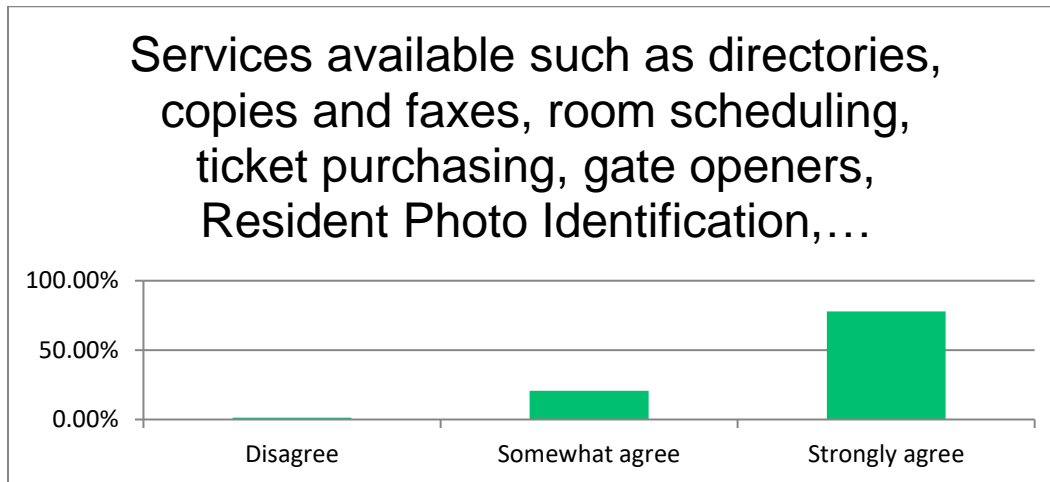
Channel 96/732 are local access cable channels that are available to some residents. Channel 96 is the analog channel which is no longer supported by any cable or satellite provider. Channel 732 is the digital channel that is only available to some Spectrum customers at this time. Due to intermittent functionality and lack of availability to all residents, staff recommends no longer using this form of communication.



The majority of comments received about Media and Communication state residents are satisfied overall with the media and communication at Lake Ashton.

Lake Ashton Resident Services

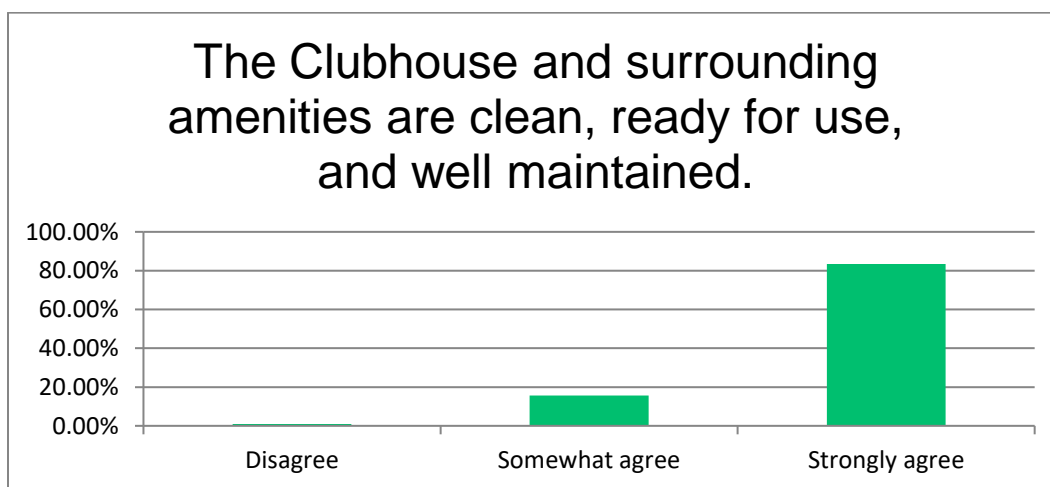
Residents provided feedback about resident services offered at the Clubhouse and Health and Fitness Center. The Offices and Activities Desks are staffed regular weekly hours to provide for resident services such as room and amenity scheduling, ticket sales, entrance gate opener sales, resident directories, seasonal information, answering general questions, and clerical support services such as copies and faxes.



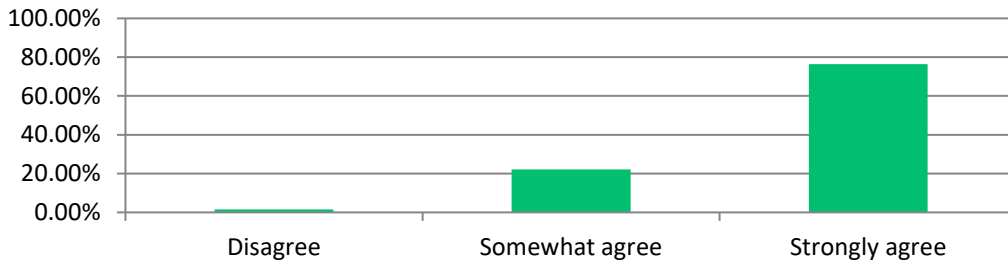
The majority of comments concerning Resident Services stated residents are satisfied overall with the services provided.

Lake Ashton Facility and Amenity Maintenance

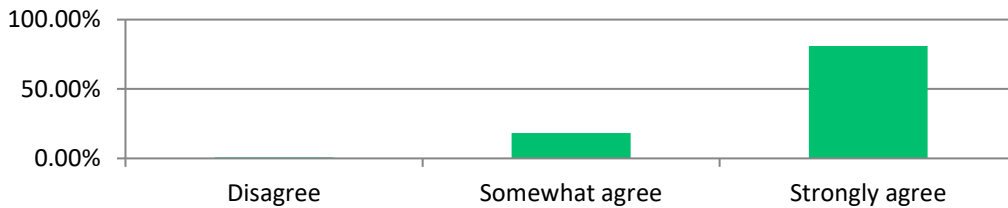
Residents rated aspects of facility maintenance. The Districts are responsible to maintain the Clubhouse, Health and Fitness Center and surrounding amenities. Facilities staff also set up rooms for activities and events.



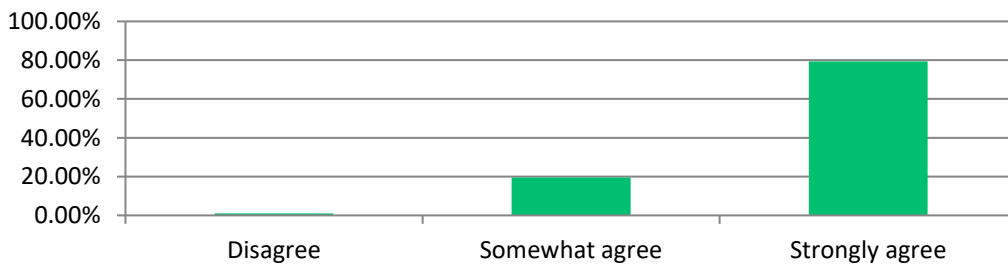
The HFC and surrounding amenities (including Pet Play Parks) are clean, ready for use, and well maintained.



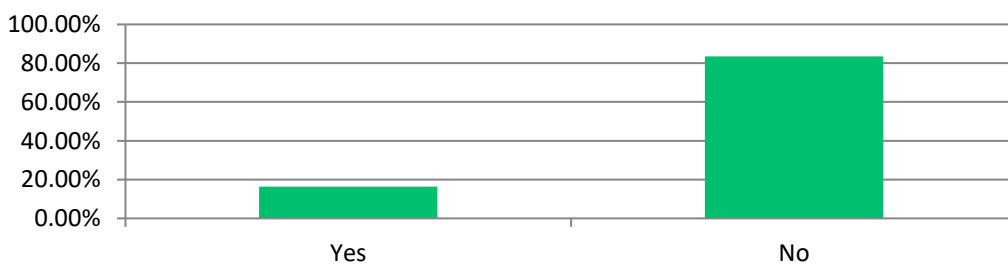
Clubhouse Facility Maintenance employees are courteous, knowledgeable, and have a professional appearance.

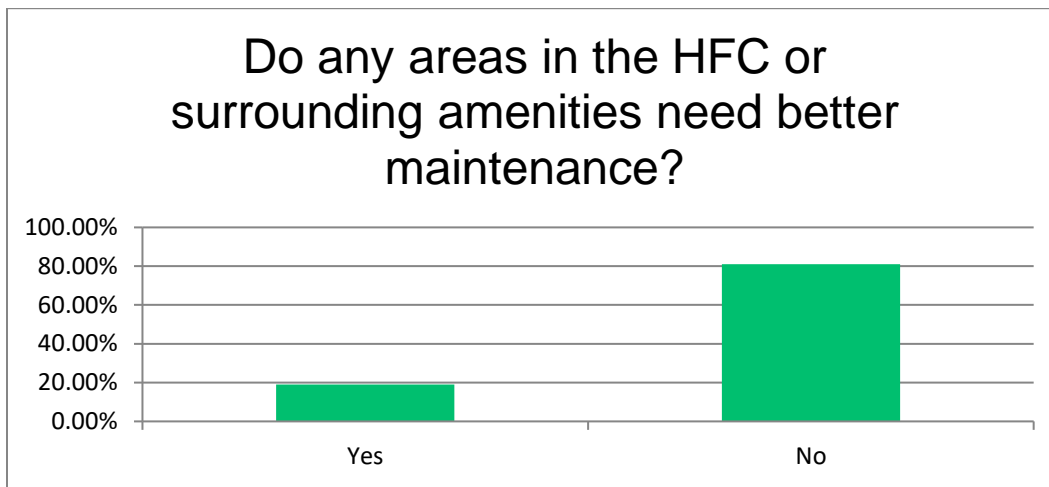


HFC Facility Maintenance employees are courteous, knowledgeable, and have a professional appearance.



Do any areas in the Clubhouse or surrounding amenities need better maintenance?

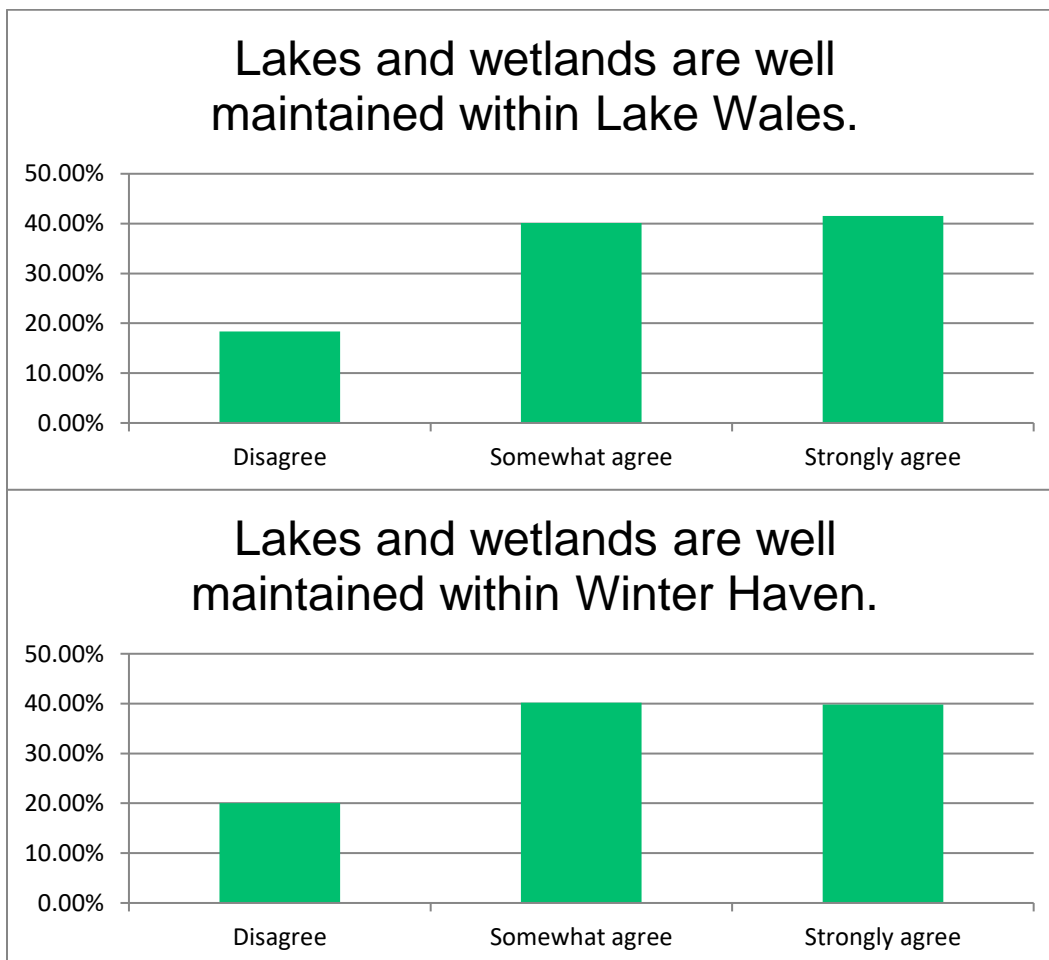




The majority of the comments regarding Facility and Amenity Maintenance stated residents are pleased with staff's work.

Lake Ashton Lake and Wetland Maintenance

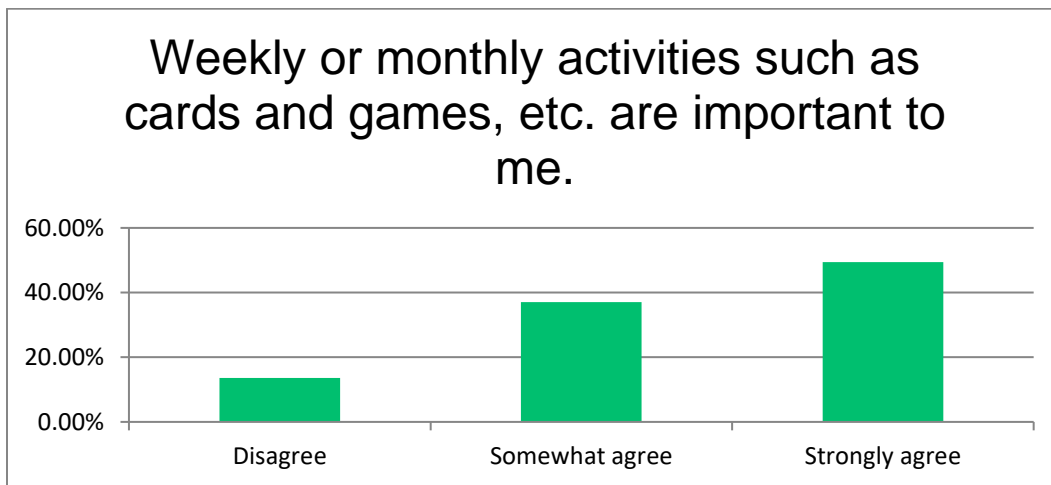
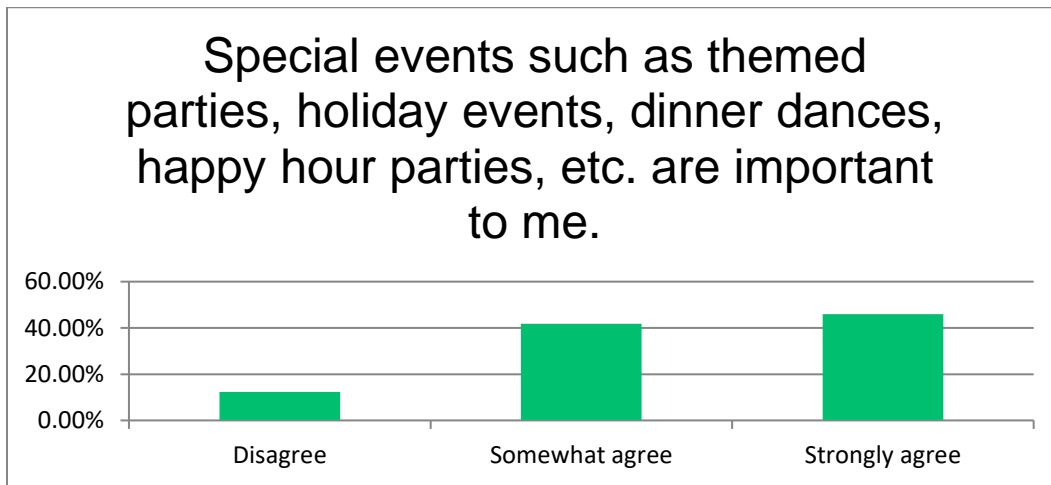
Residents shared their assessment of lake and wetland maintenance. Both Districts own and maintain various retention ponds and canals throughout the community. The Districts are also responsible for maintaining shoreline and conservation areas in certain areas throughout the community.



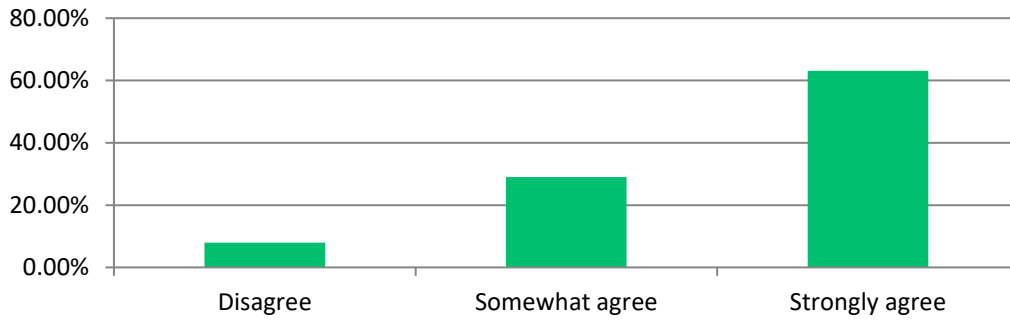
The majority of the comments received regarding Lake and Wetland Maintenance reflect the stormwater ponds are well maintained, however, approximately 122 comments indicated they need to be mowed and treated for algae for the February/March timeframe of the survey. Of these comments, many were about waterways currently owned and maintained by the golf course.

Lake Ashton Activities

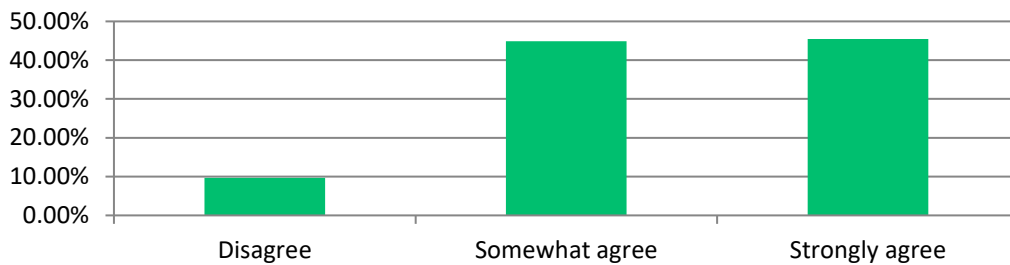
Residents provided feedback about activities, entertainment, and special events. The Districts provide for the facilitation of many weekly, monthly, and annual activities. Special events are offered throughout the year. Offices and Activities Desks are staffed regular weekly hours to provide for ticket sales, activities registration, and event promotion.



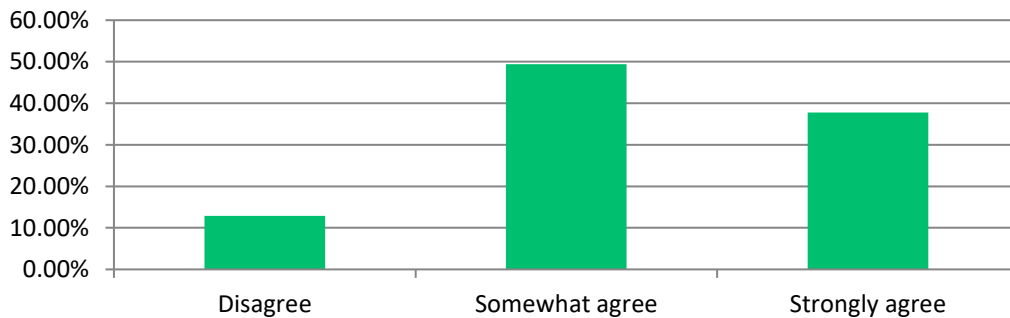
Entertainment and shows are important to me.



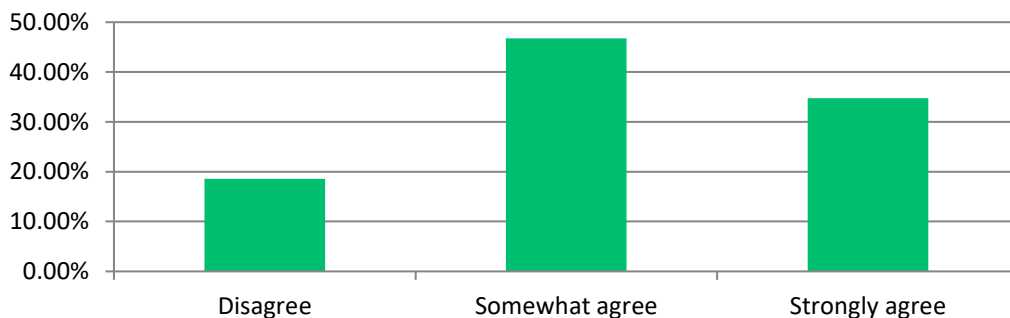
Lifelong learning such as classes, craft classes, and special presentations, etc. are important to me.



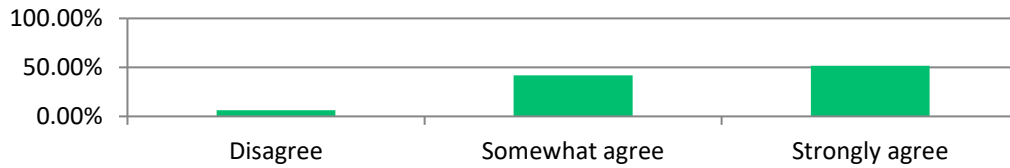
Therapies and other health services are important to me.



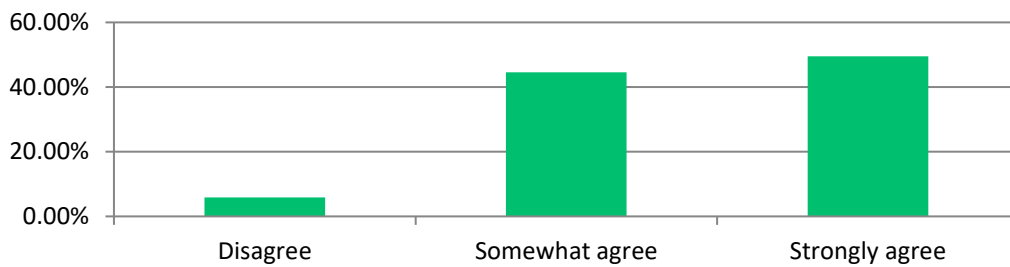
Group travel such as day trips and special tours are important to me.



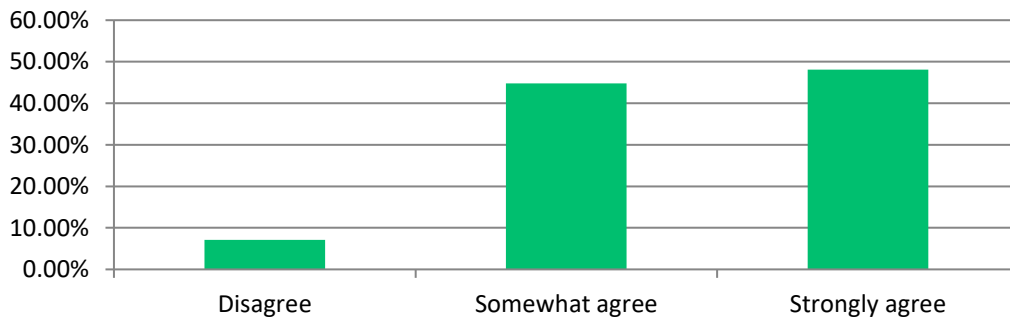
Wellness activities such as fitness center orientation, wellness classes, and health fairs are important to me.



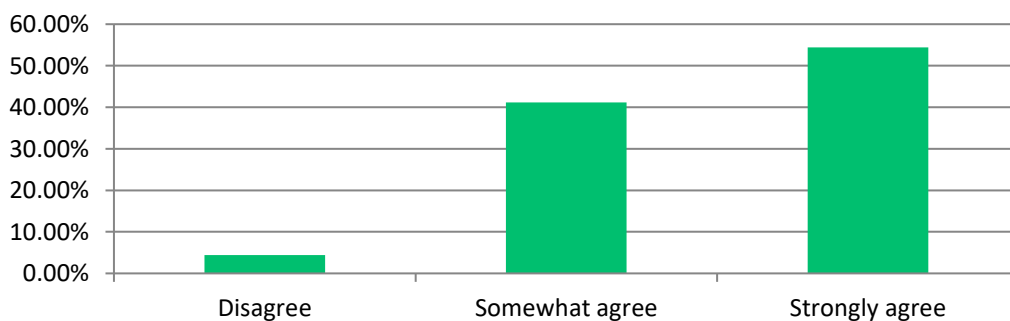
Fitness instructors at the Health and Fitness Center work to the beats and phrases of the music.



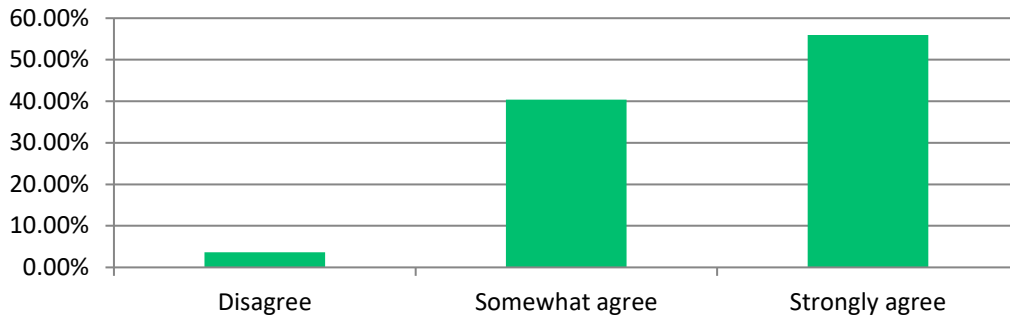
Fitness instructors use music that I enjoy working out to.



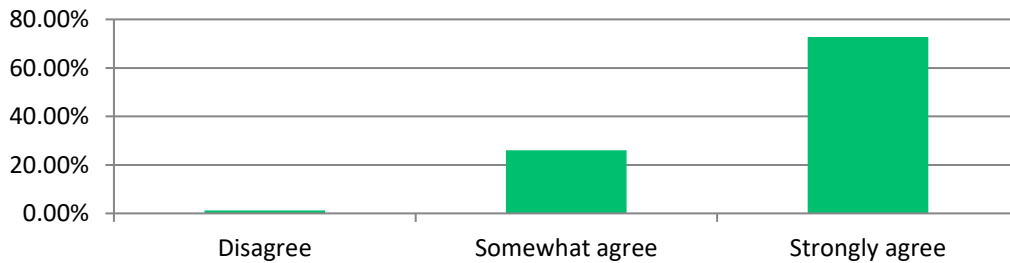
Fitness instructors speak clearly and loud enough.



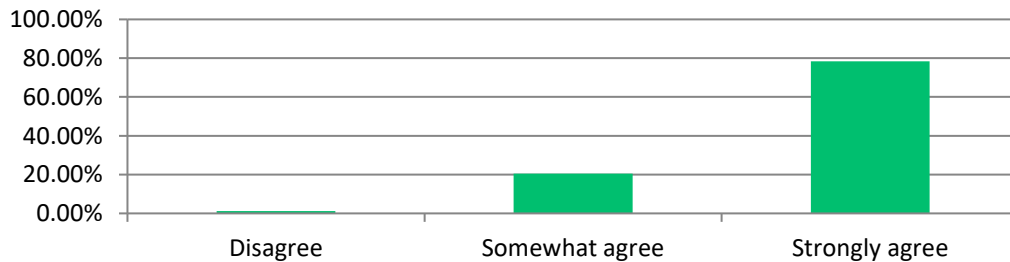
Fitness instructors offer modifications for various fitness levels and abilities.



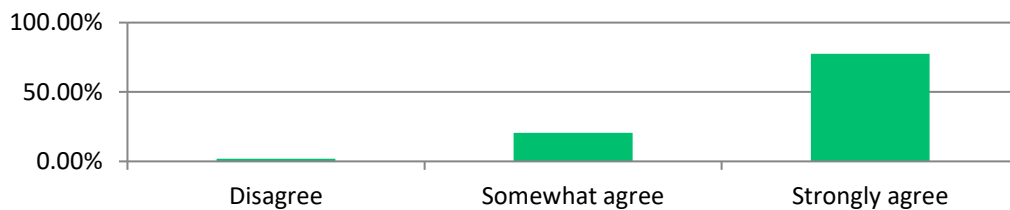
Clubhouse activities and office staff are courteous, knowledgeable, and have a professional appearance.



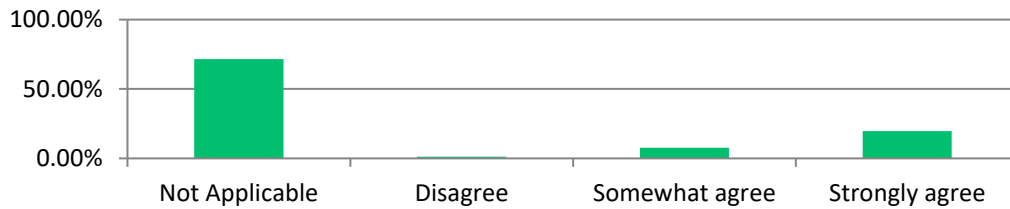
HFC activities and office staff are courteous, knowledgeable, and have a professional appearance.



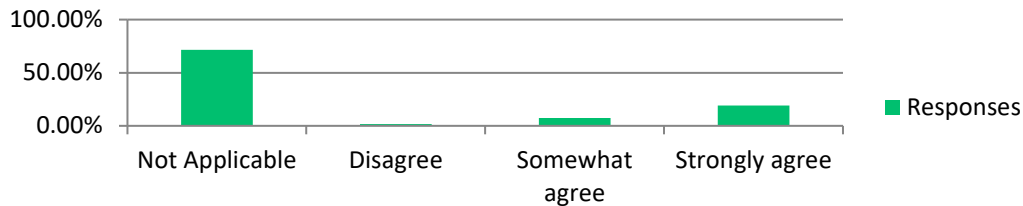
I believe there are adequate activities offered at the Clubhouse and HFC such as special events, parties, card games, entertainment, classes,...



In general, when I am planning an event at Lake Ashton, my experience planning with Clubhouse staff (room scheduling, media planning, ticket...



In general, when I am planning an event at Lake Ashton, my experience planning with HFC staff (room scheduling, media planning, ticket...

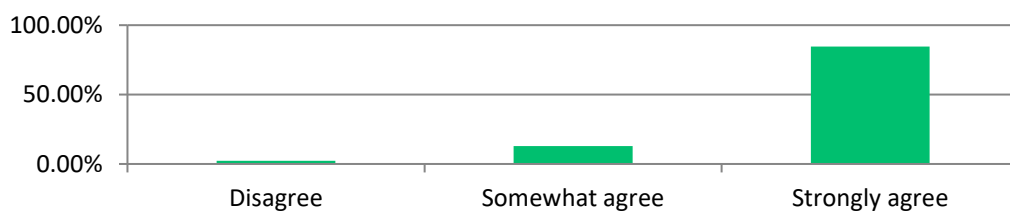


The majority of the comments regarding Activities at Lake Ashton states residents are satisfied with the activities offered.

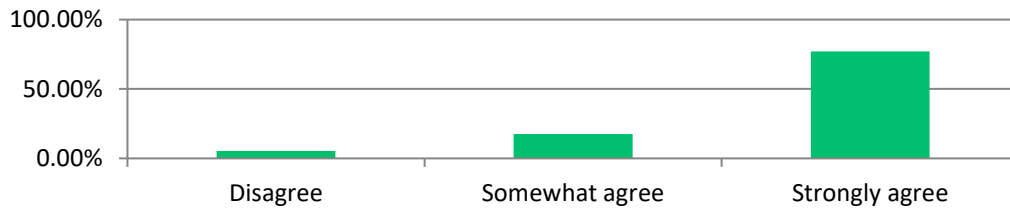
Lake Ashton Security Services

Residents provided feedback about security services at Lake Ashton. Community Watch Solutions provides security services in Lake Wales and Securitas provides security services in Winter Haven.

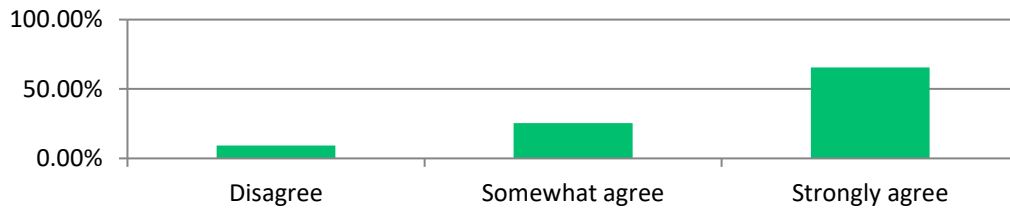
Having a Security Officer at the Entrance Gate(s) 24 hours a day improves property values and helps safeguard the community.



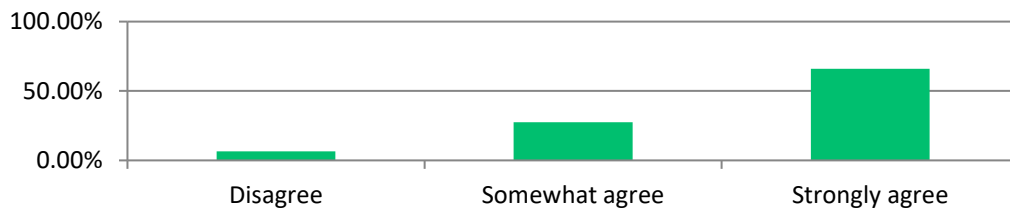
Having a Security Officer patrolling the common areas and amenities helps safeguard the community from unauthorized use.



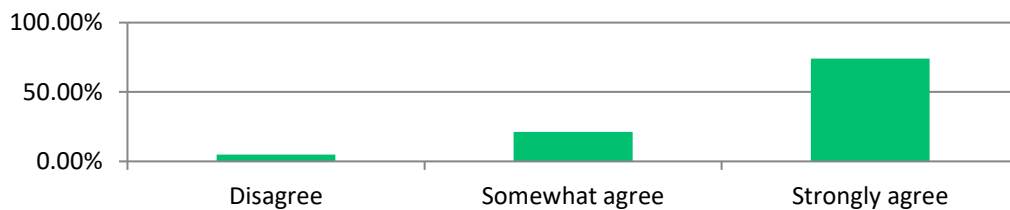
Having a Pool Security Officer staffing the Clubhouse pool and spa area during peak use hours helps safeguard the pool and spa area...



Having Lake Ashton Resident Photo Identification Cards issued to residents helps staff and Security Officers ensure amenities are used only by...



Having guests registered and issuing Guest Passes helps staff and Security Officers ensure amenities are used only by residents and registered...





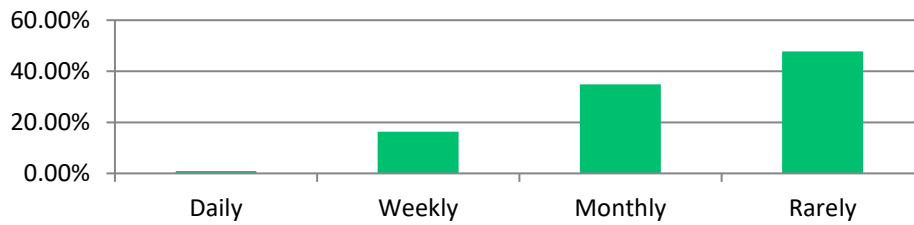
The majority of the comments received regarding Lake Ashton Security Services stated residents are happy with the services provided.

Lake Ashton Amenity Use

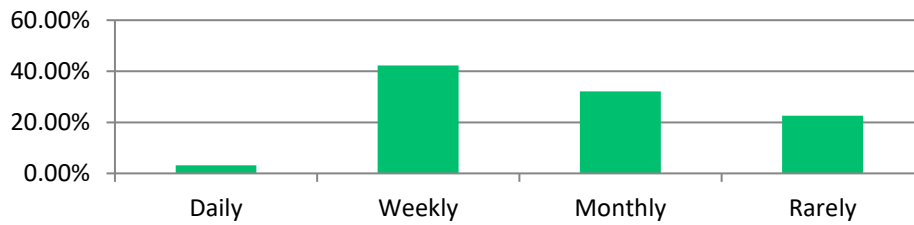
Survey participants were asked to quantify the number of visits to amenities in both Districts. In order to rank the amenities in descending order based on frequency of visits, each category of visits was weighted from daily to rarely and reported.

The popularity of various amenities at the Clubhouse are ranked as follows in descending order: Ballroom, Restaurant, Pool & Spa, Fitness Center, Cinema, Media Center, Game Room, Card Room, Bowling Lanes, Pavilion, Craft Room, Tennis Courts (for Pickleball), Reflection Garden, Bocce Ball Courts Shuffleboard Courts, and Tennis Courts (for Tennis).

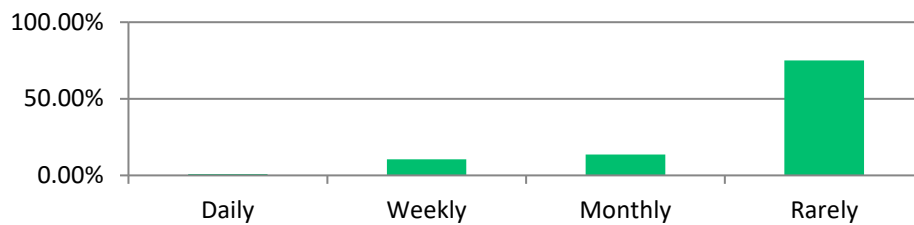
How often do you visit the Clubhouse Cinema



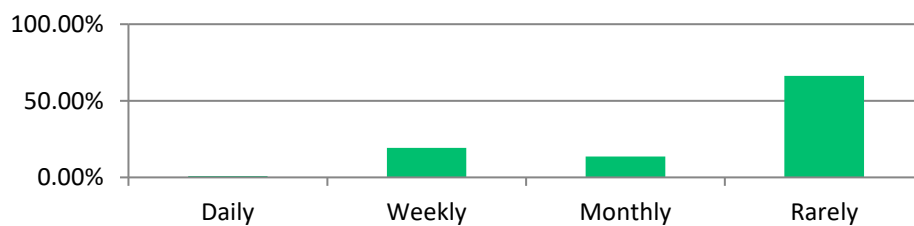
How often do you visit the Clubhouse Ballroom



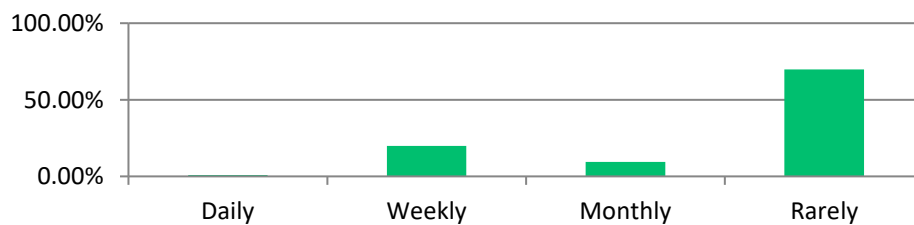
How often do you visit the Clubhouse Pavilion



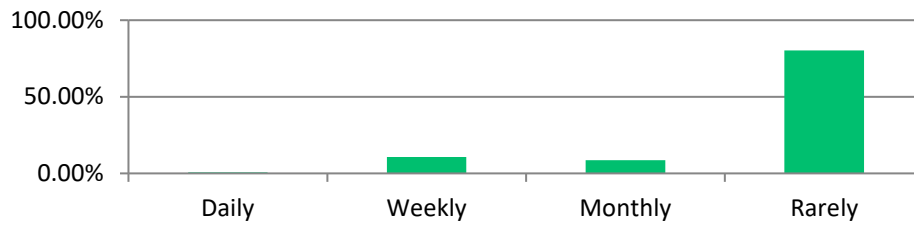
How often do you visit the Clubhouse Game Room



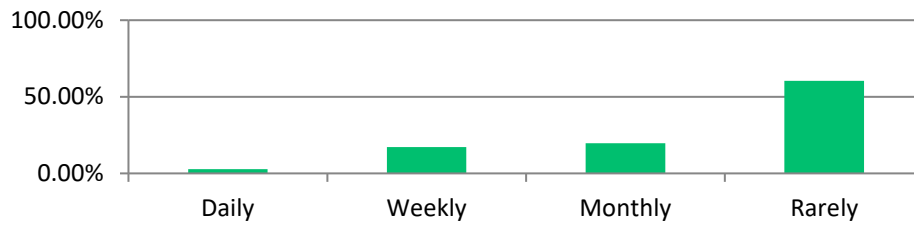
How often do you visit the Clubhouse Card Room



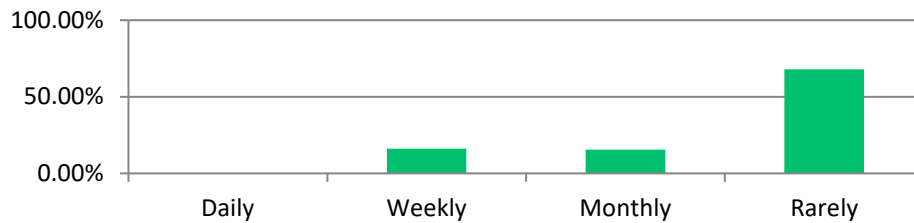
How often do you visit the Clubhouse Craft Room



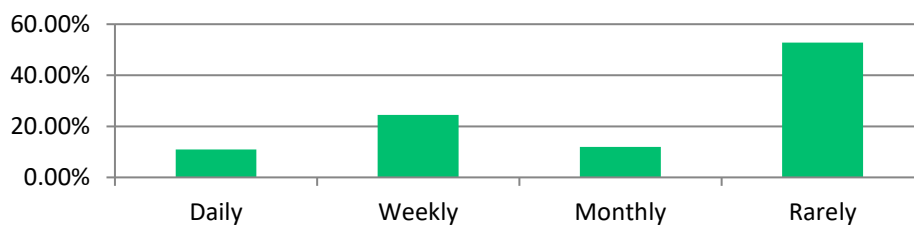
How often do you visit the Clubhouse Media Center



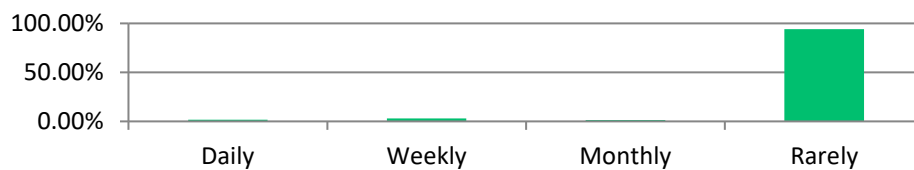
How often do you visit the Clubhouse Bowling Lanes



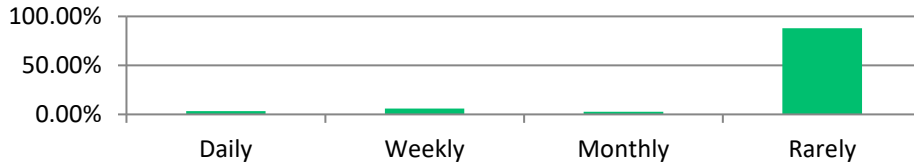
How often do you visit the Clubhouse Fitness Center



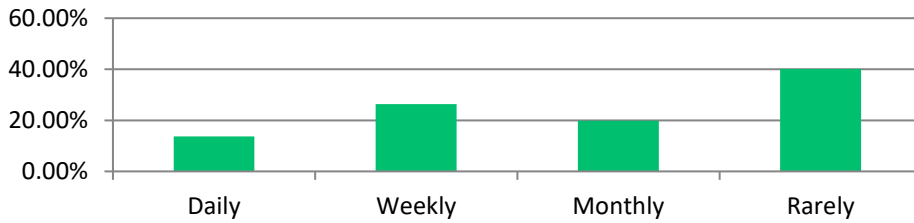
How often do you visit the Clubhouse Tennis Courts (for Tennis)



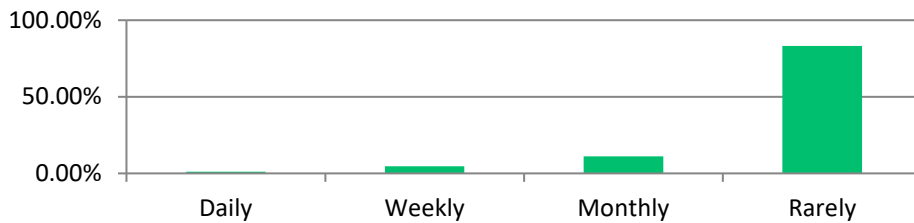
How often do you visit the Clubhouse Tennis Courts (for Pickleball)



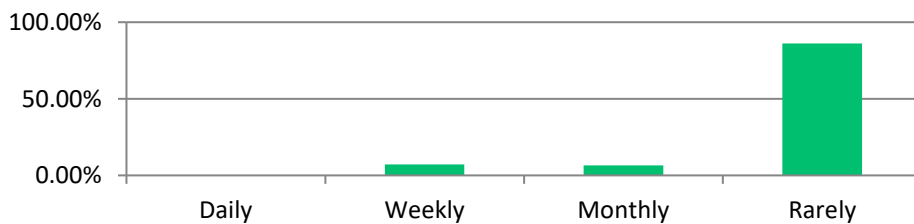
How often do you visit the Clubhouse Pool & Spa



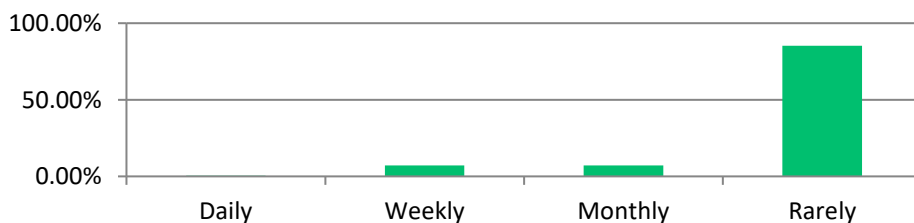
How often do you visit the Clubhouse Reflection Garden

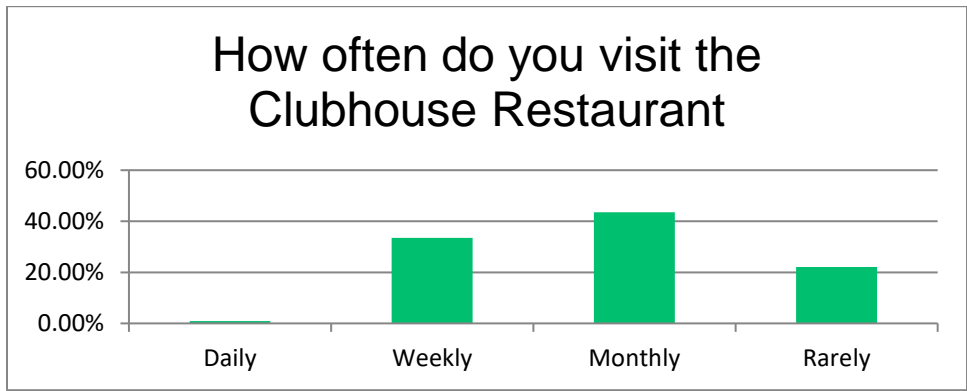


How often do you visit the Clubhouse Shuffleboard Courts

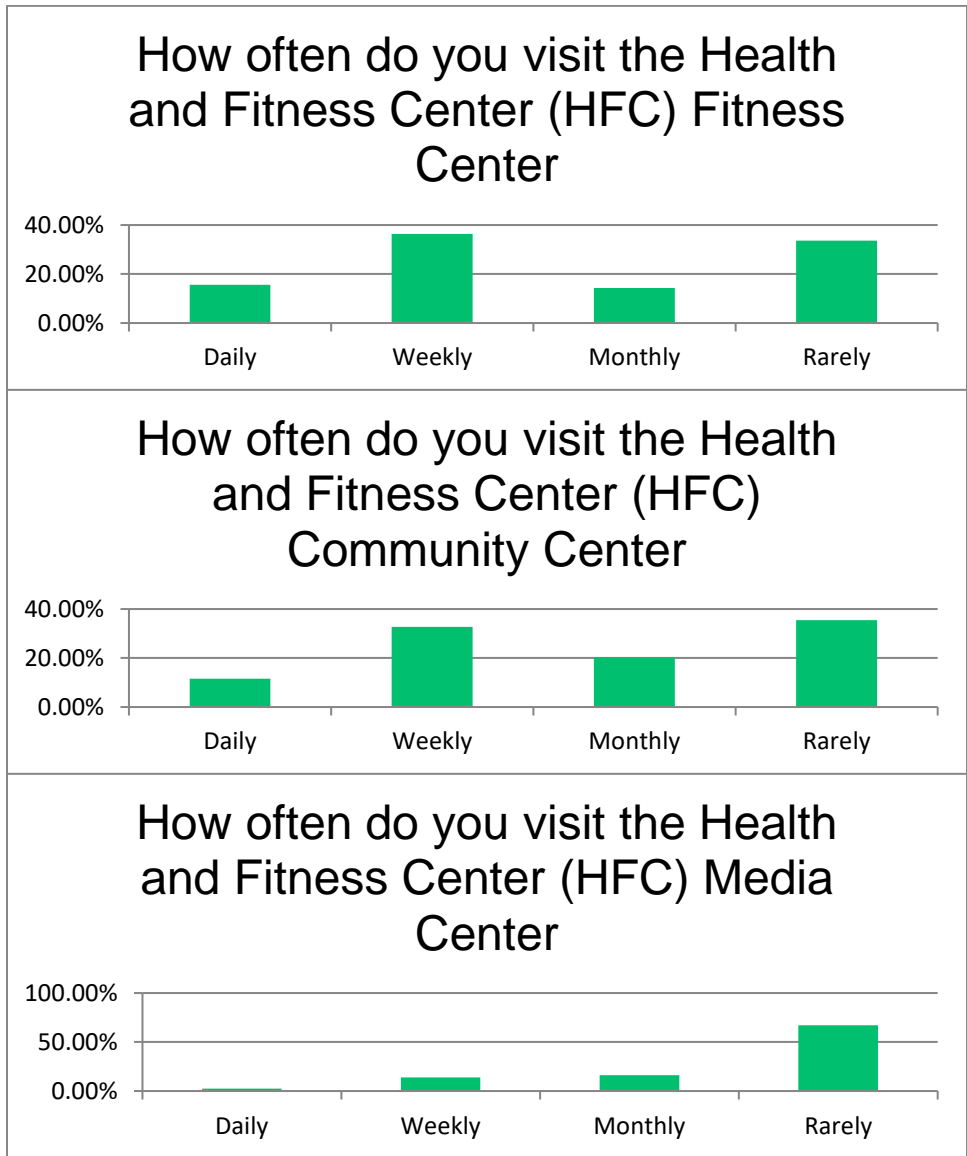


How often do you visit the Clubhouse Bocce Ball Courts

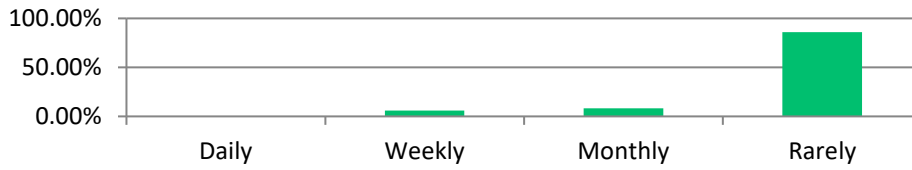




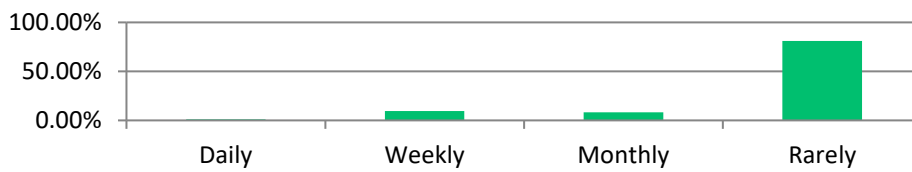
The popularity of various amenities at the Health and Fitness Center are ranked as follows in descending order: Fitness Center, Community Center, Indoor Pool, Media Center, Spas, Card Room, Craft Room, Sports Court, Tennis/Pickleball Courts, Saunas, Rose Garden, Billiard Room (Tied with Poker Room), Poker Room (Tied with Billiard Room), Racquetball Court.



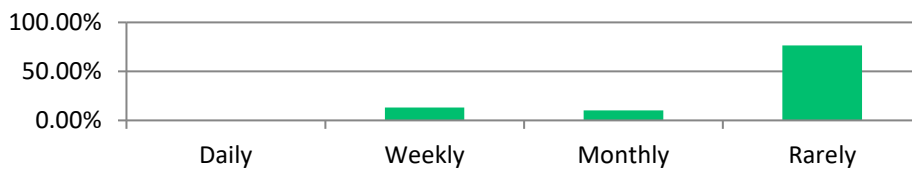
How often do you visit the Health and Fitness Center (HFC) Billiard Room



How often do you visit the Health and Fitness Center (HFC) Sports Court



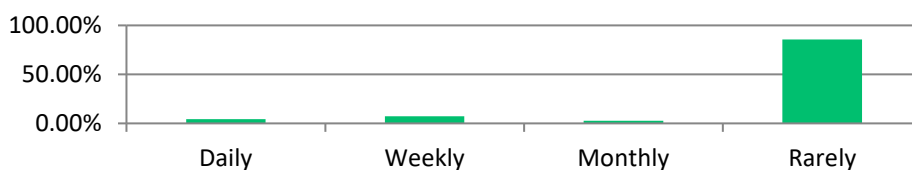
How often do you visit the Health and Fitness Center (HFC) Craft Room



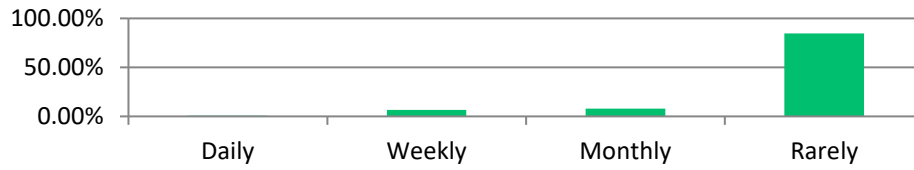
How often do you visit the Health and Fitness Center (HFC) Racquetball Courts



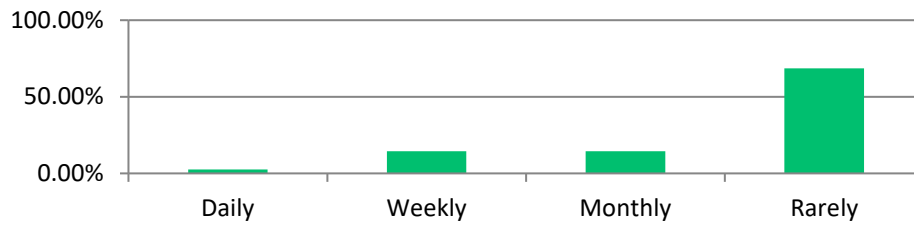
How often do you visit the Health and Fitness Center (HFC) Tennis/PB Courts



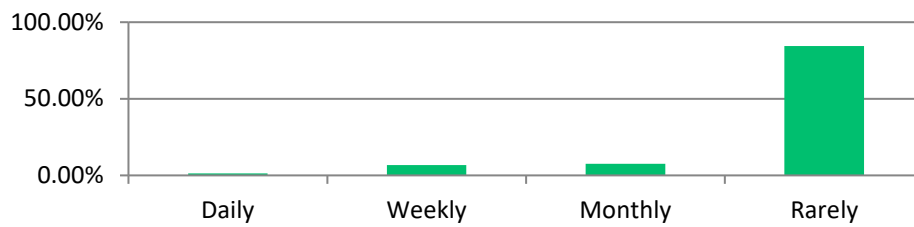
How often do you visit the Health and Fitness Center (HFC) Rose Garden



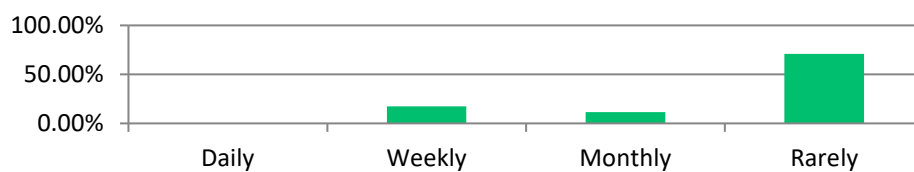
How often do you visit the Health and Fitness Center (HFC) Spas



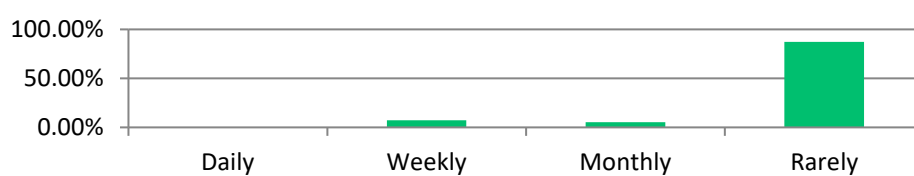
How often do you visit the Health and Fitness Center (HFC) Saunas

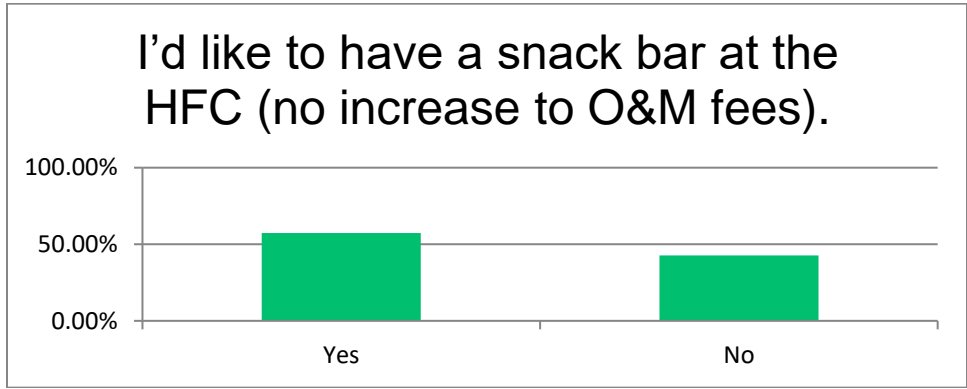
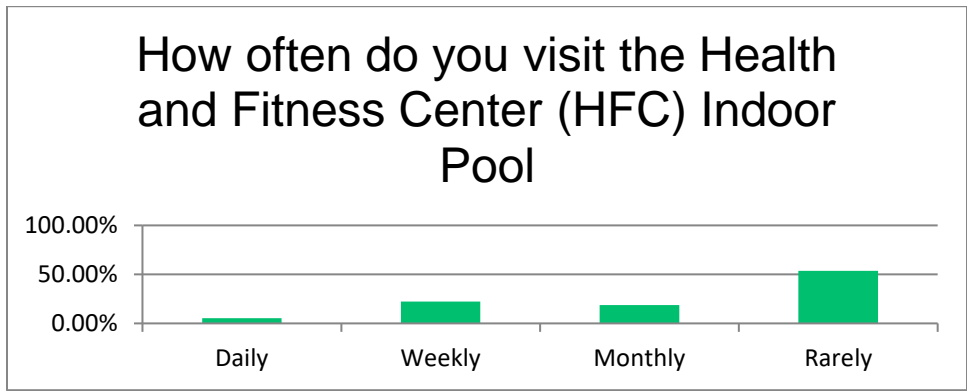


How often do you visit the Health and Fitness Center (HFC) Card Room



How often do you visit the Health and Fitness Center (HFC) Poker Room





The residents expressed an interest in a snack bar at the HFC with no increase to O&M fees. Vending machines are being installed at the HFC with no expense to LAII (WH) CDD. These will be an indicator of usage and if the residents want more offerings, the LAII (WH) CDD will revisit.

Additional comments regarding LA (LW) CDD

The last section of the survey was dedicated to qualitative feedback and participants were asked to provide any other comments related to LA (LW) CDD. The majority of the comments received in this section were related to residents' desire to purchase or not purchase the golf course (57 comments). There were also approximately 28 comments that stated residents wanted the two districts to join and become one district.

Additional comments regarding LAII (WH) CDD

Ponds and lake conditions were main concerns by residents. Of these comments, many were about waterways currently owned and maintained by the golf course. Additional workshops for residents and sales staff to help with the understanding of the natural processes of these areas and what can be done to manage them while keeping within regulatory guidelines of SWFMD and Florida Fish and Wildlife will be beneficial. The second significant concern was the purchase of the golf course. The combined effort of both CDD's will inform residents and reflect the desires of the majority of Lake Ashton residents.

Summary

Based on the most current number of occupied houses in Lake Ashton, approximately 45 percent of residents responded to this survey. Staff recommends further study in two areas to better understand concerns. The first area is road maintenance in Lake Wales and Winter Haven. A list of resident concerns that were mentioned in the survey will be evaluated by staff and the results and a timeframe for completion will be provided to the Boards for consideration. The second area is lake and aquatic maintenance in Lake Wales and Winter Haven, although the results may be affected by the lack of maintenance of the golf course ponds due to the numerous comments regarding those areas. LA (LW) CDD and LAII (WH) CDD are not responsible for the maintenance of any golf course owned ponds. Further evaluation of the areas mentioned that under the prevue of LA (LW) CDD and LAII (WH) CDD will be discussed with the aquatic management company hired to handle these concerns. Any concerns regarding pavement management, stormwater management, and/or aquatic management should be brought to the attention of the respective Community Director, based on location. Contact information is listed on the cover page of this report.