

DRRA Survey Results

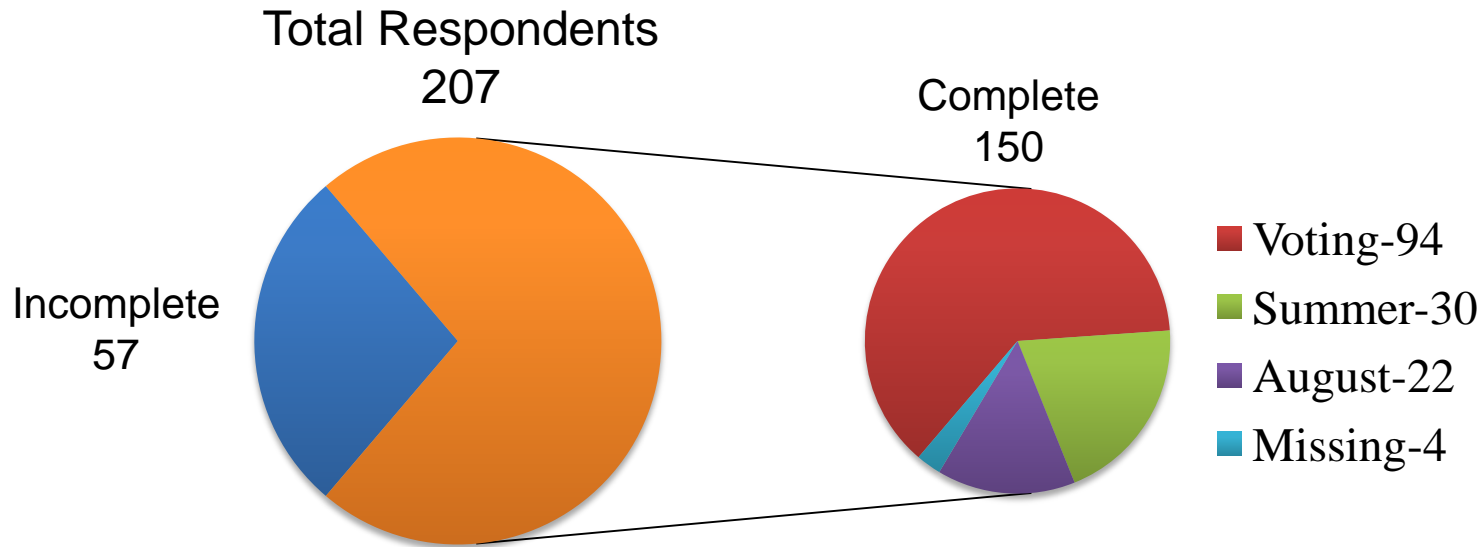
Long-Range Planning Committee

DRRA Board of Directors

Response Profile

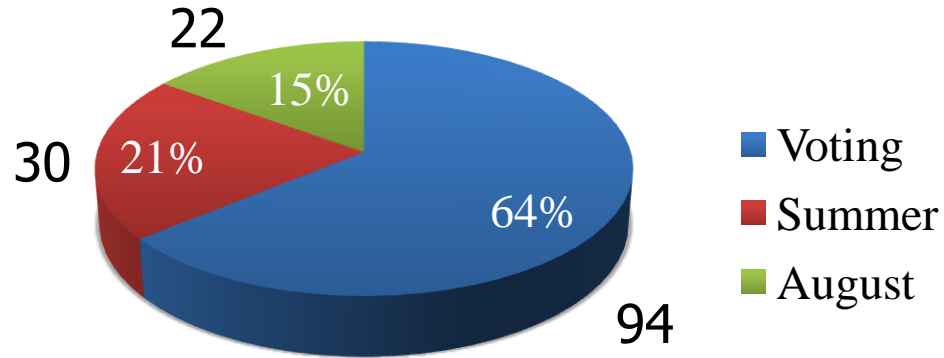


Survey Response Breakdown

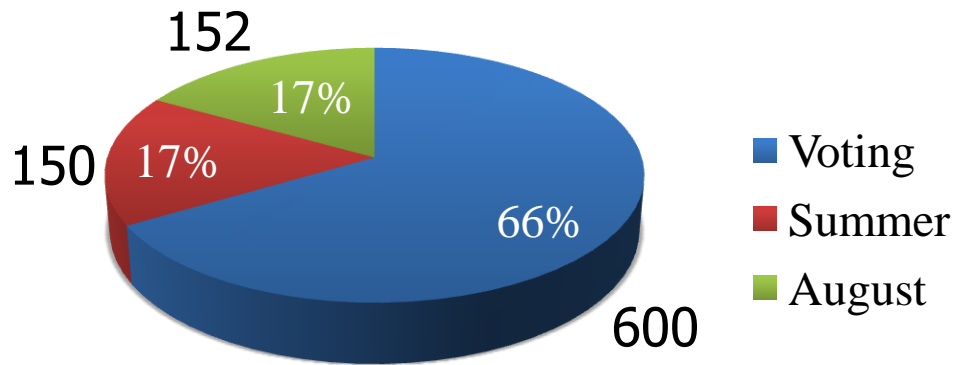


Membership Category

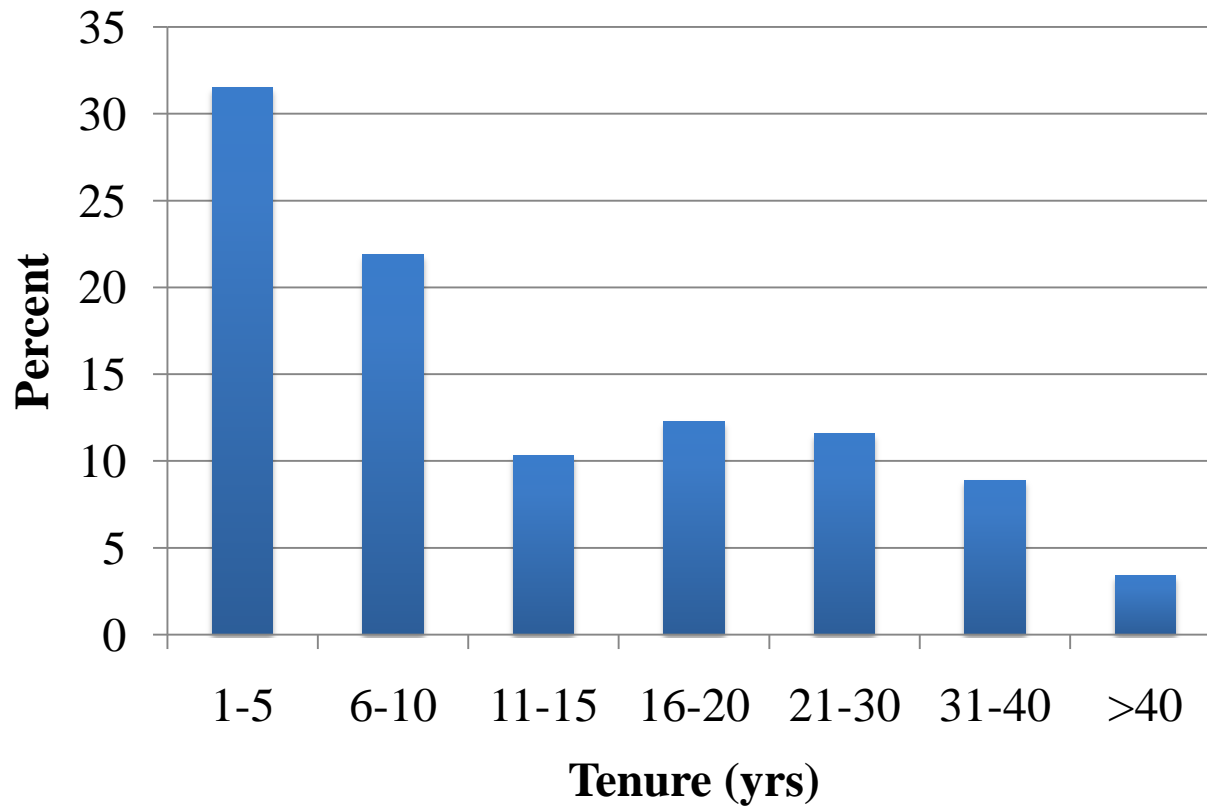
Respondent Breakdown



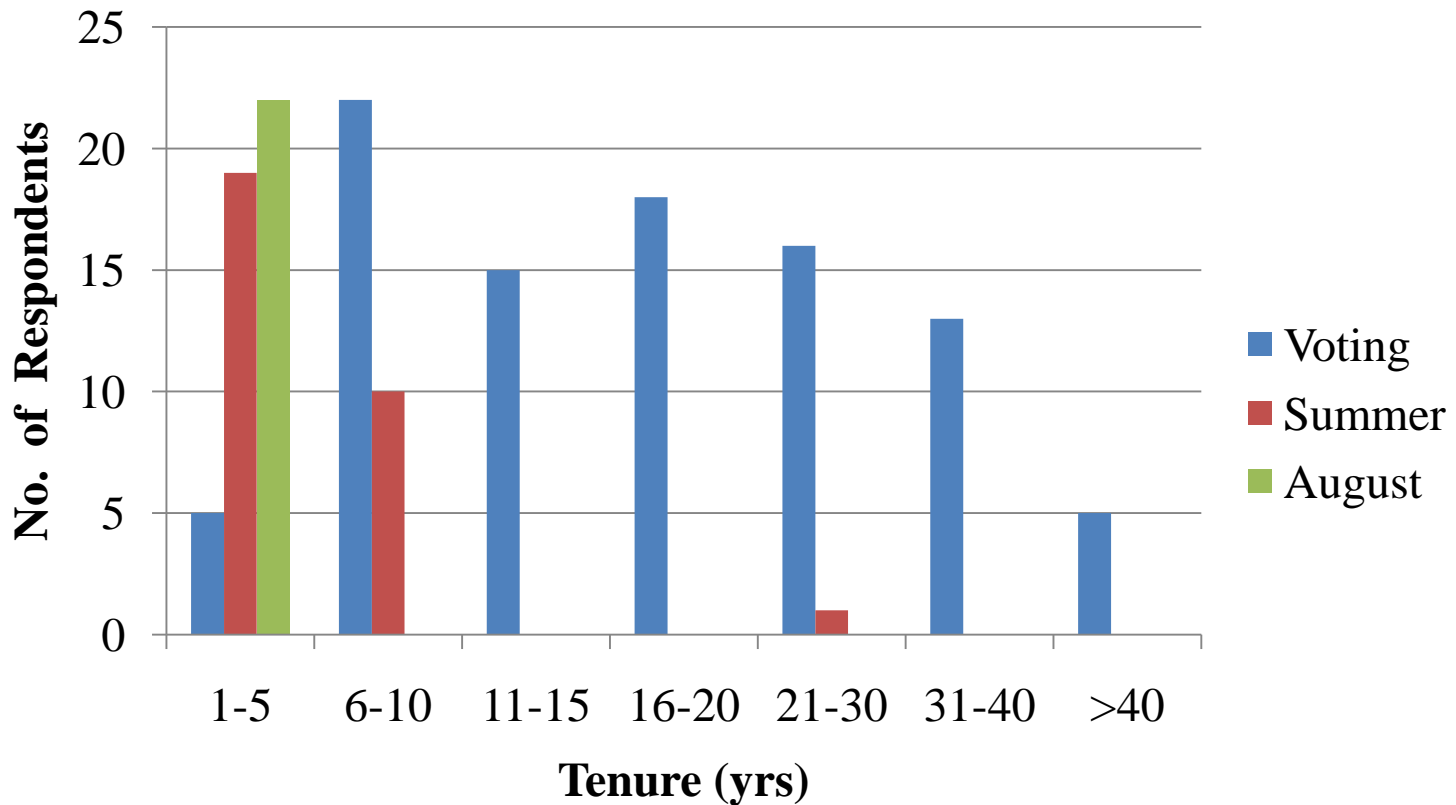
Actual Membership



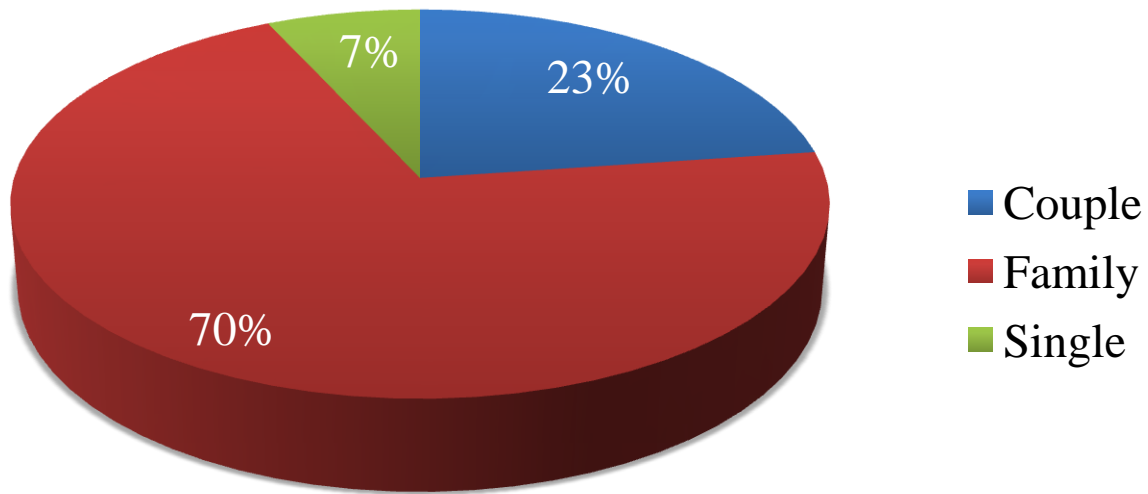
Membership Duration



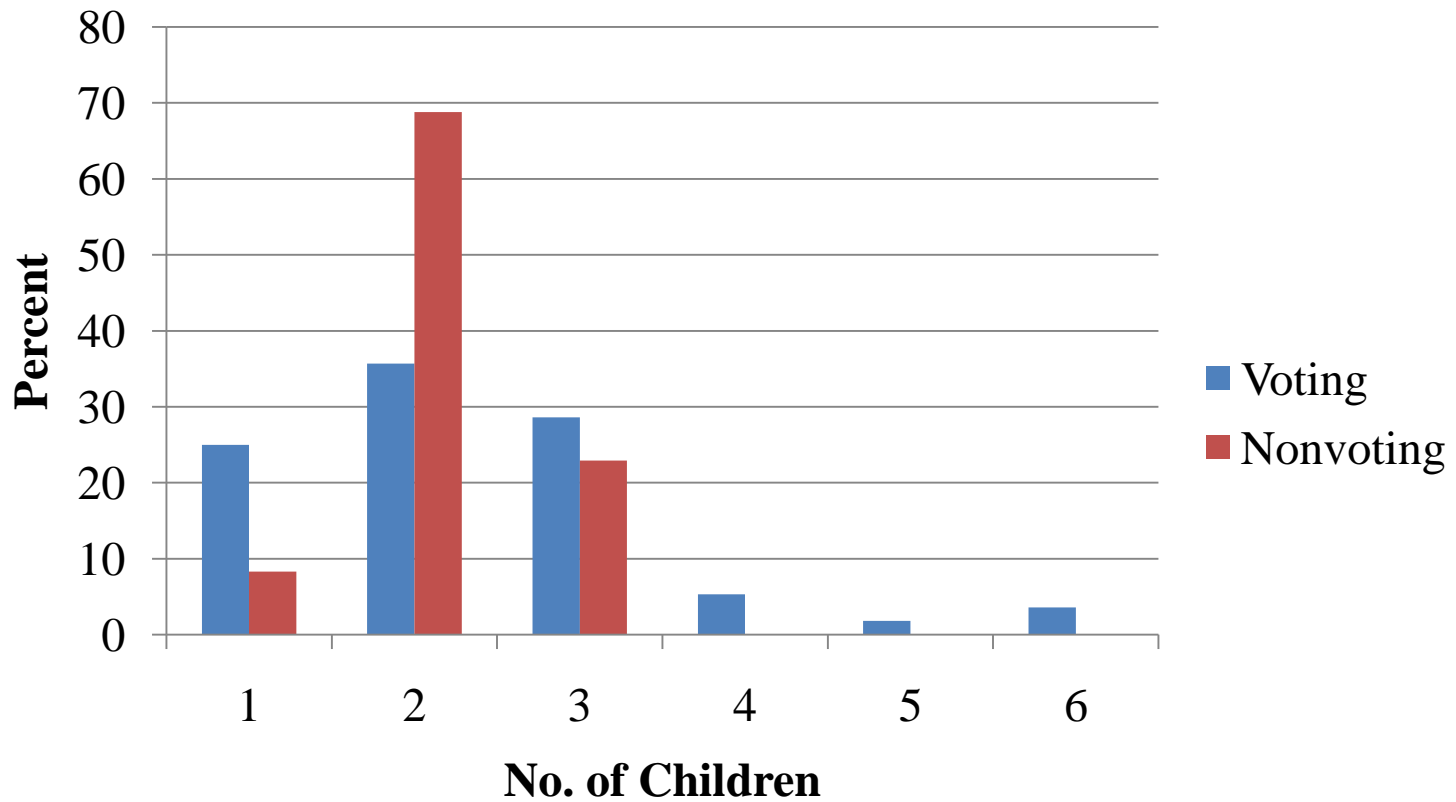
Membership Duration by Membership Category



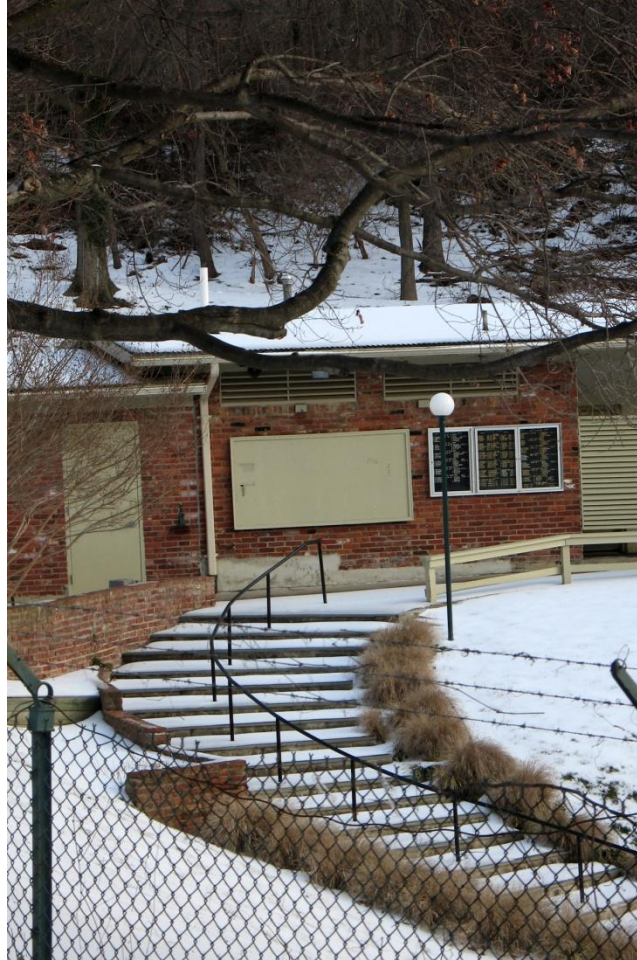
Family Demographics



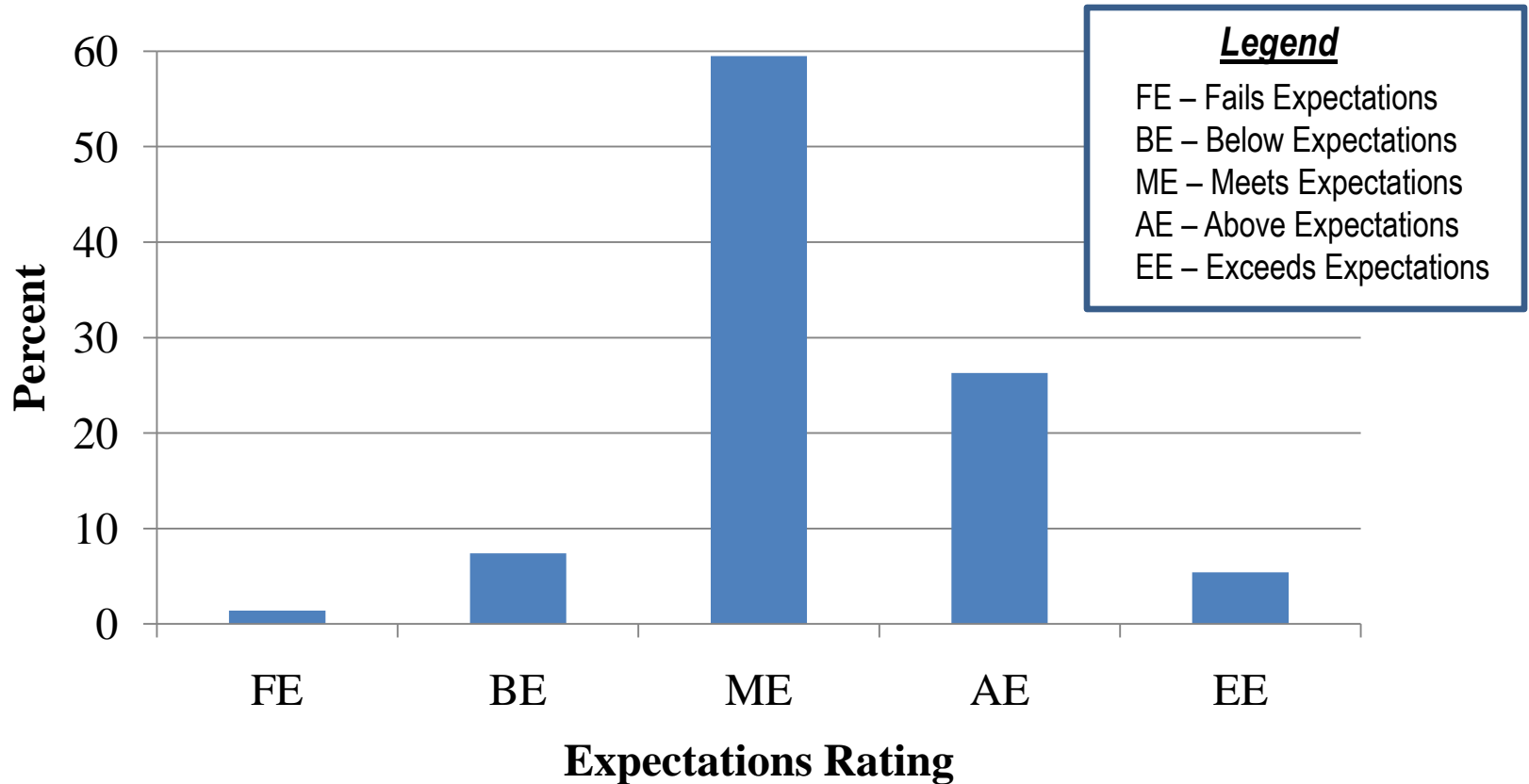
Family Size



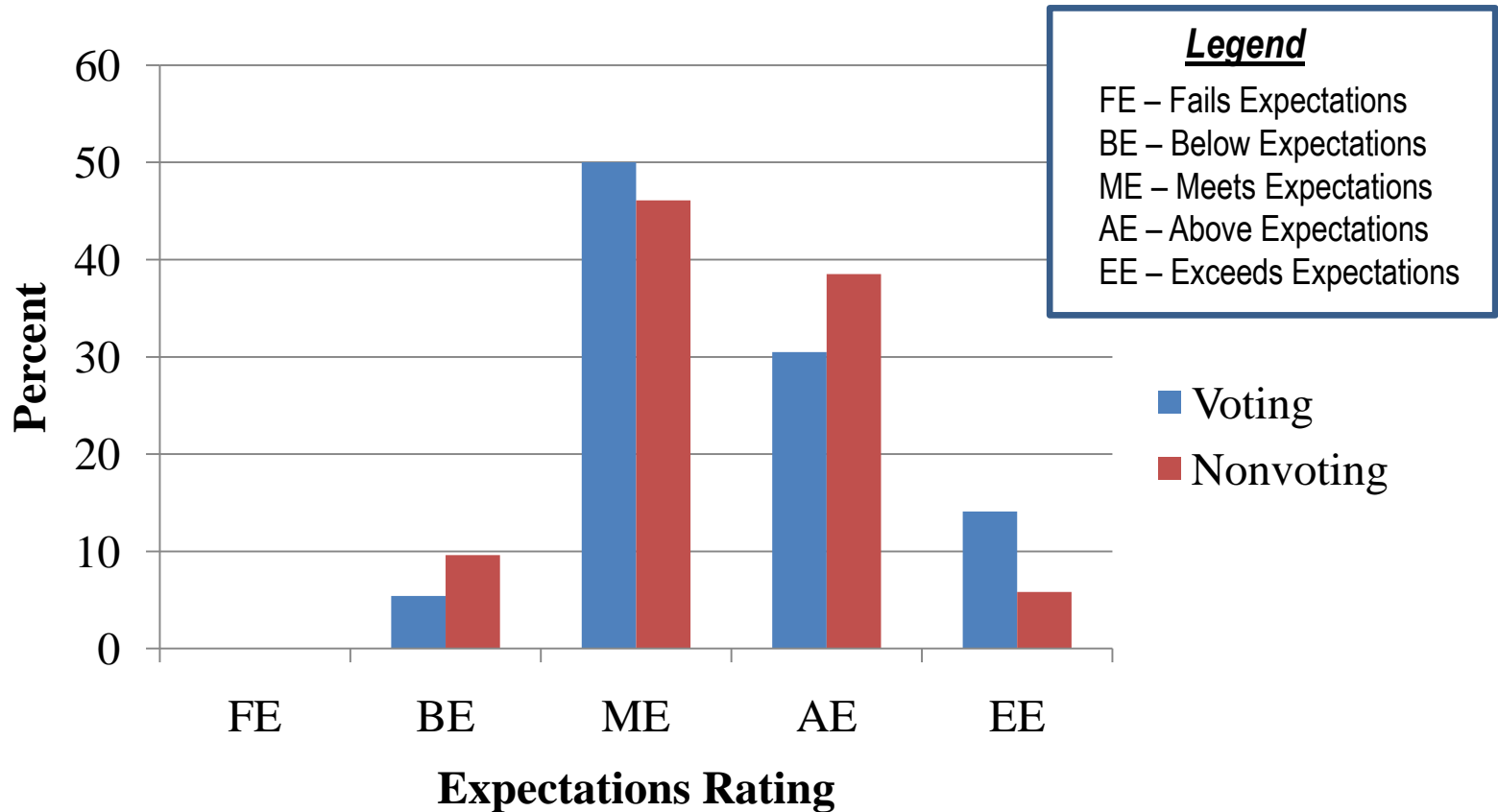
Existing Facilities and Operations



Daily Pool Hours

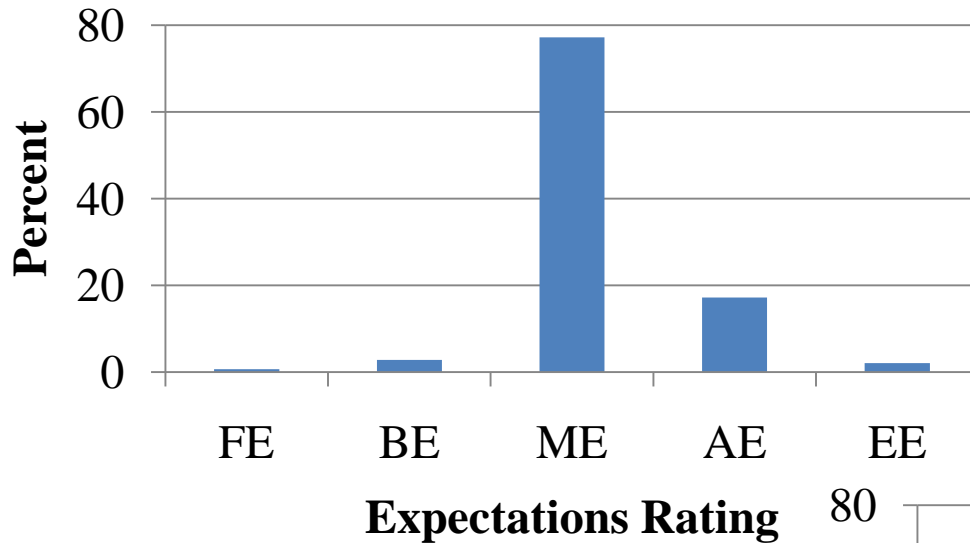


Season Length



Check-In & Guest Policy

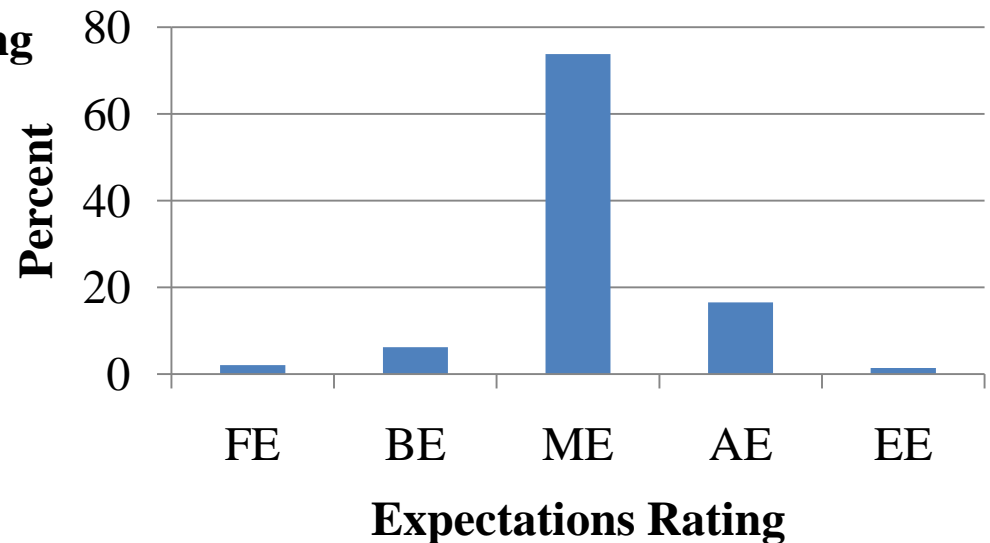
Check-In Procedure



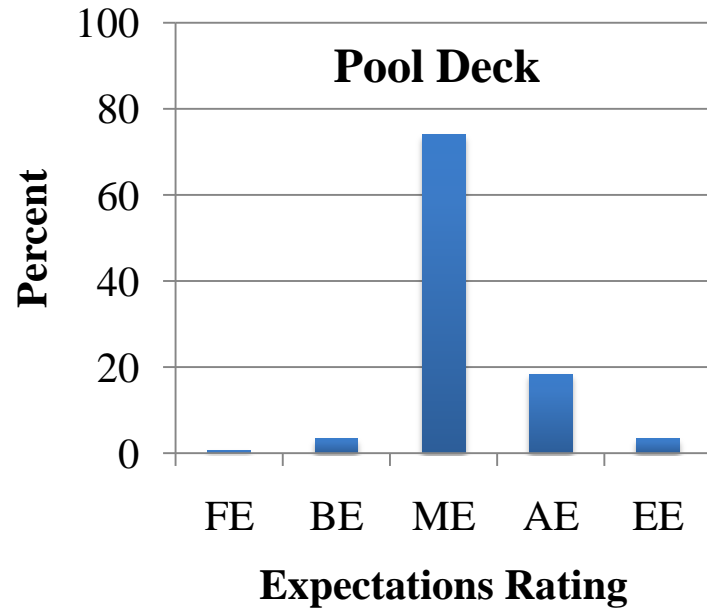
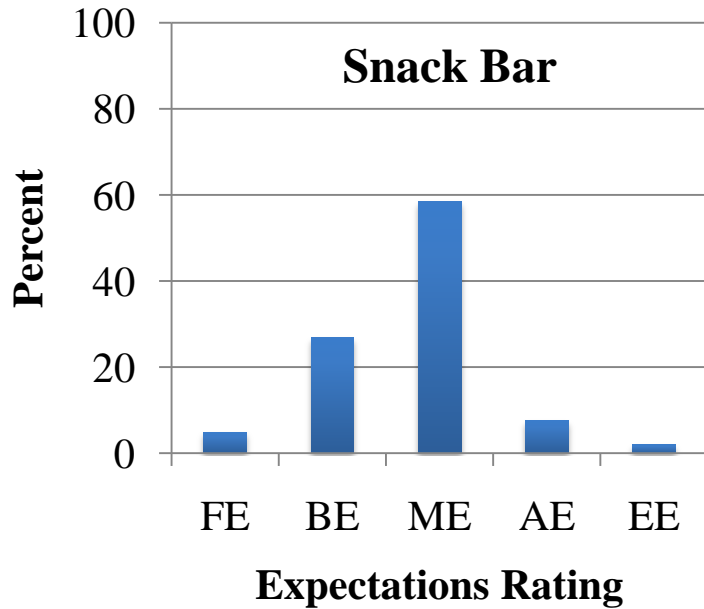
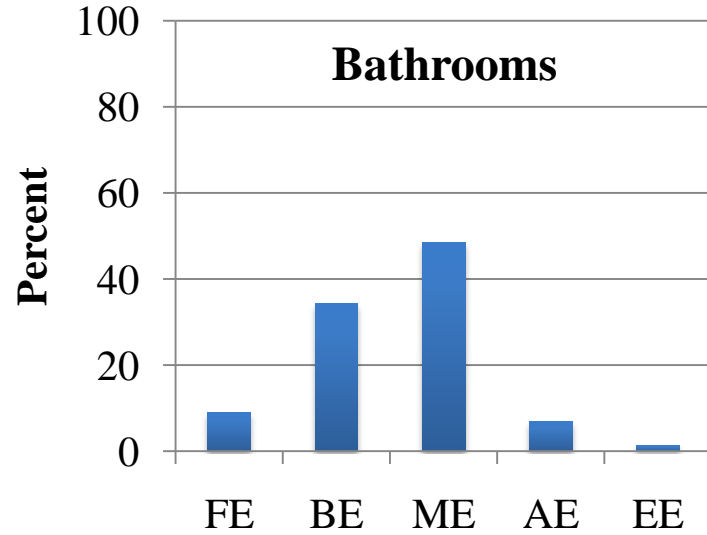
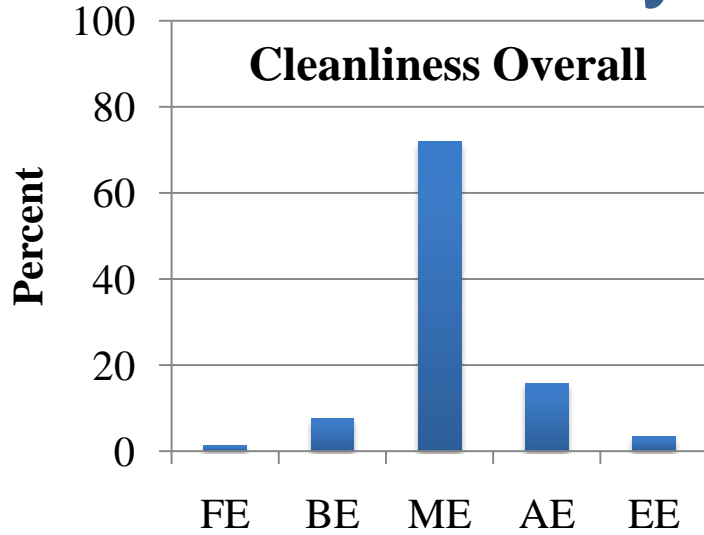
Legend

FE	– Fails Expectations
BE	– Below Expectations
ME	– Meets Expectations
AE	– Above Expectations
EE	– Exceeds Expectations

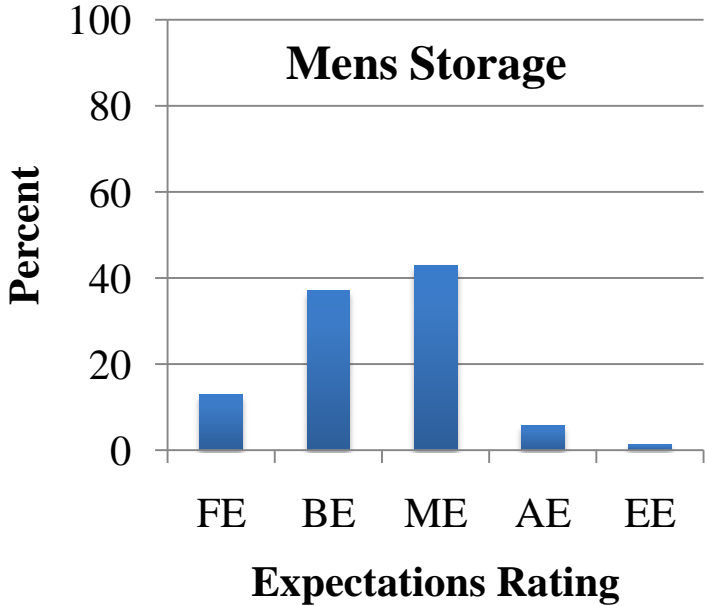
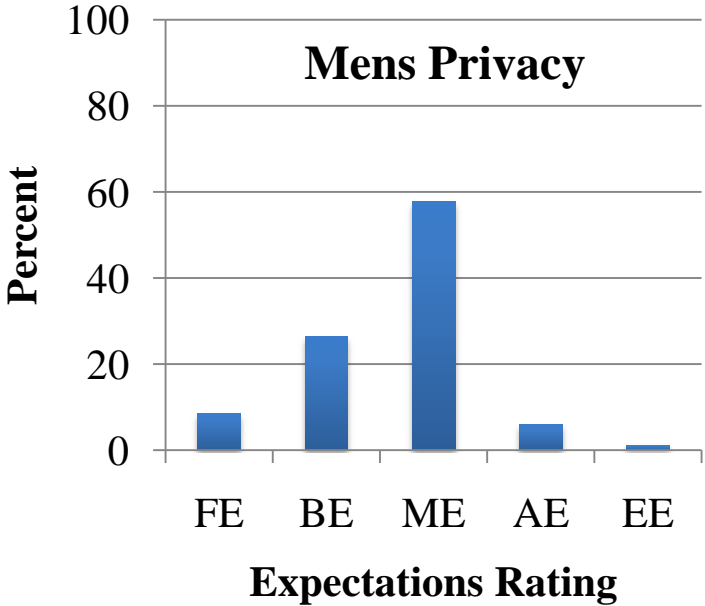
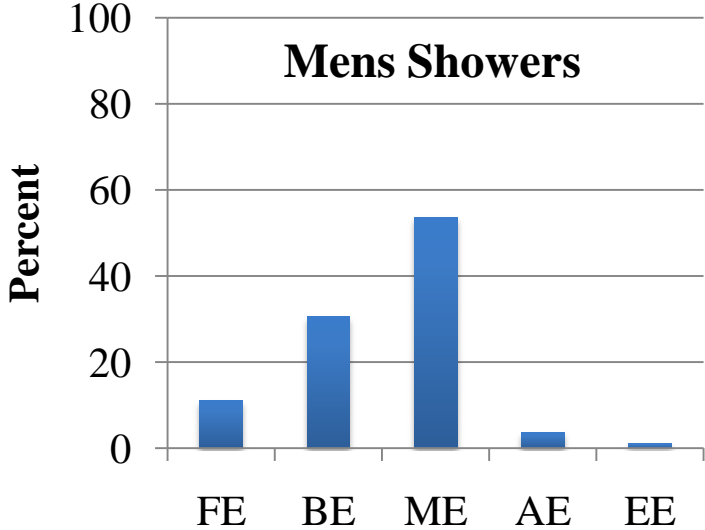
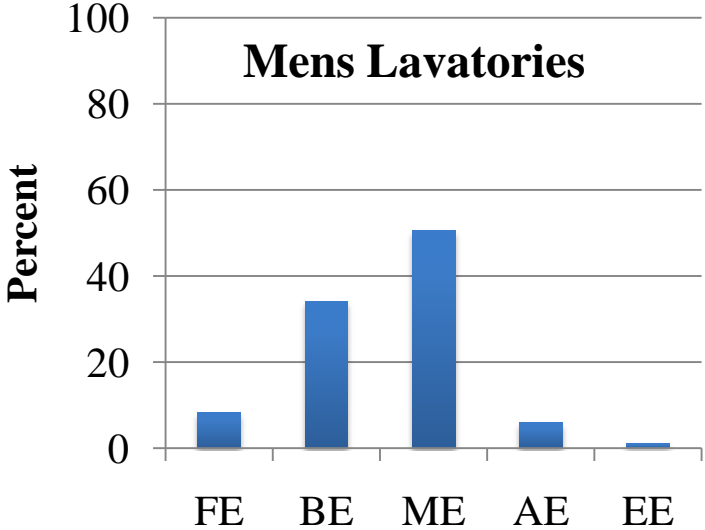
Guest Policy



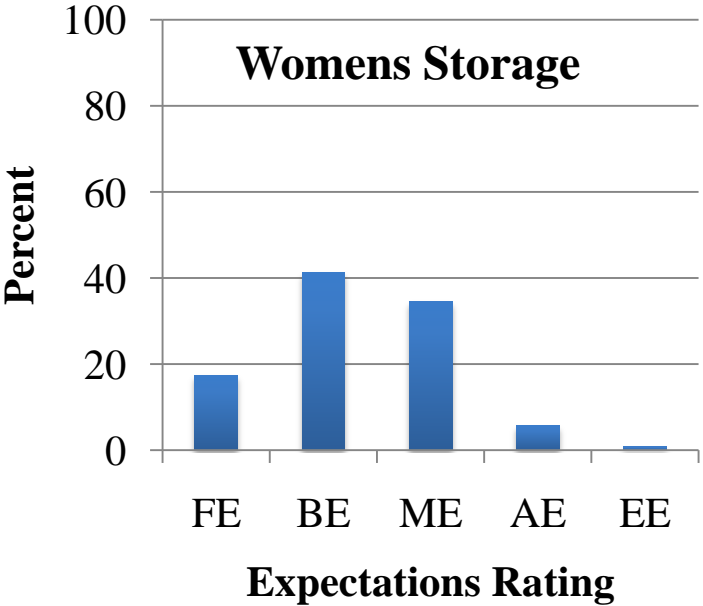
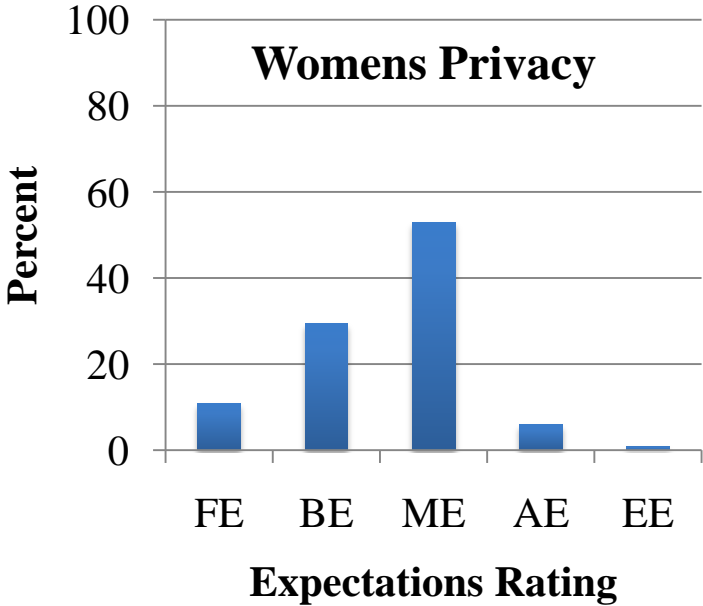
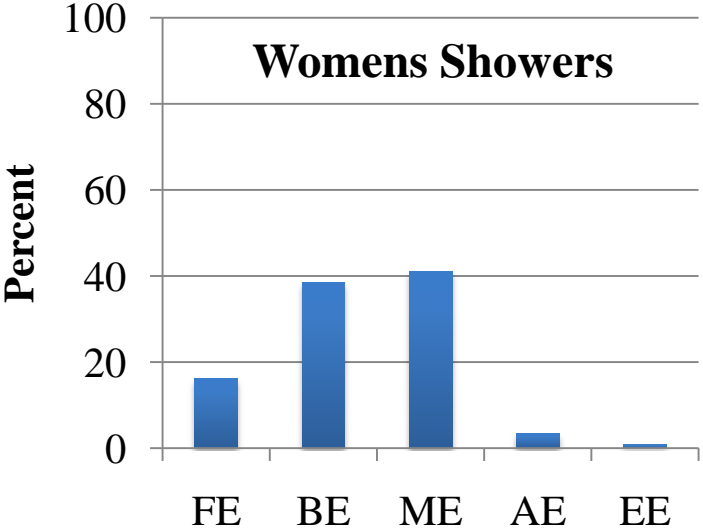
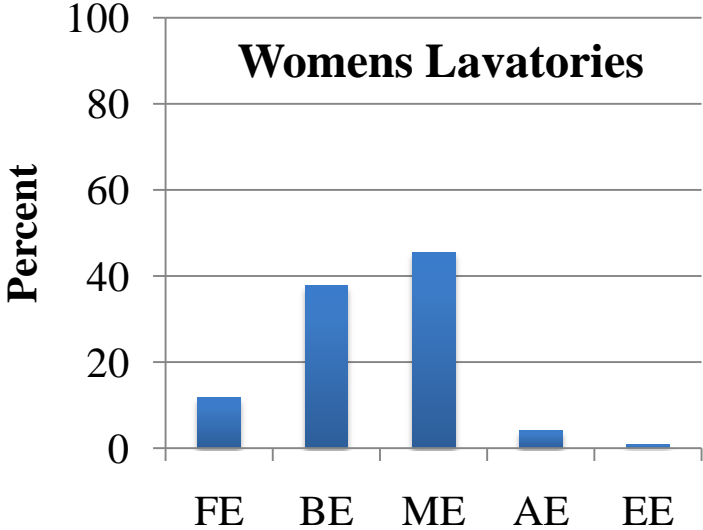
Facility Cleanliness



Bathhouse Satisfaction - Mens

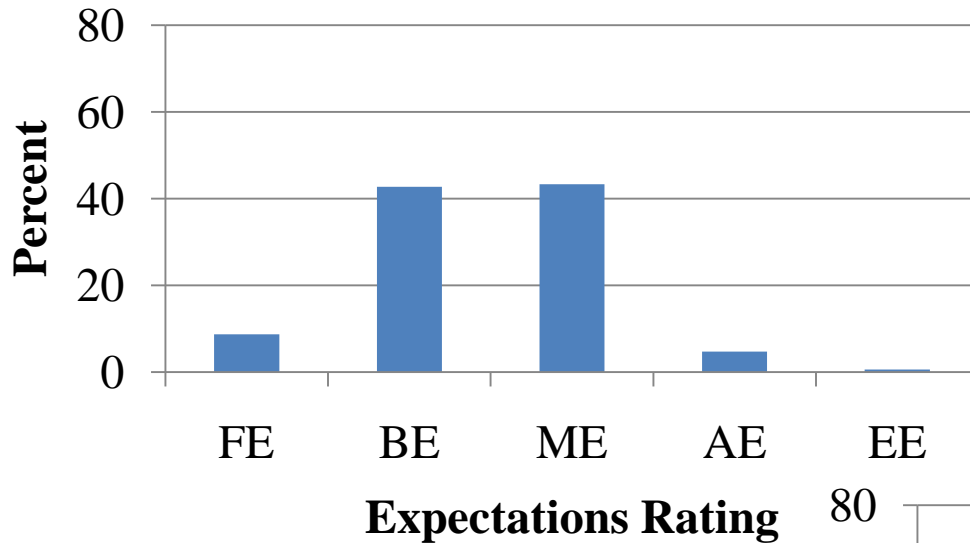


Bathroom Satisfaction - Womens



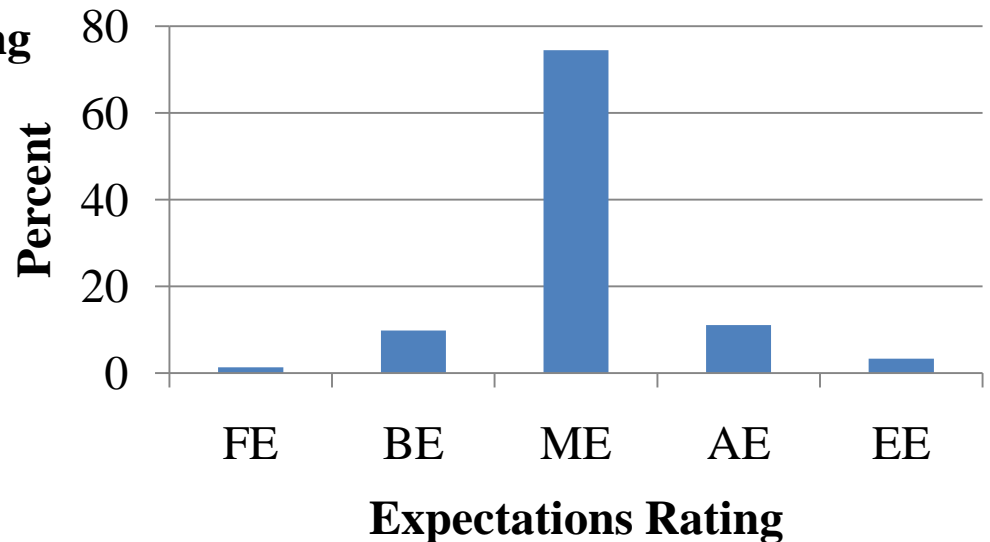
Bathhouse Overall Satisfaction

Bathhouse Overall

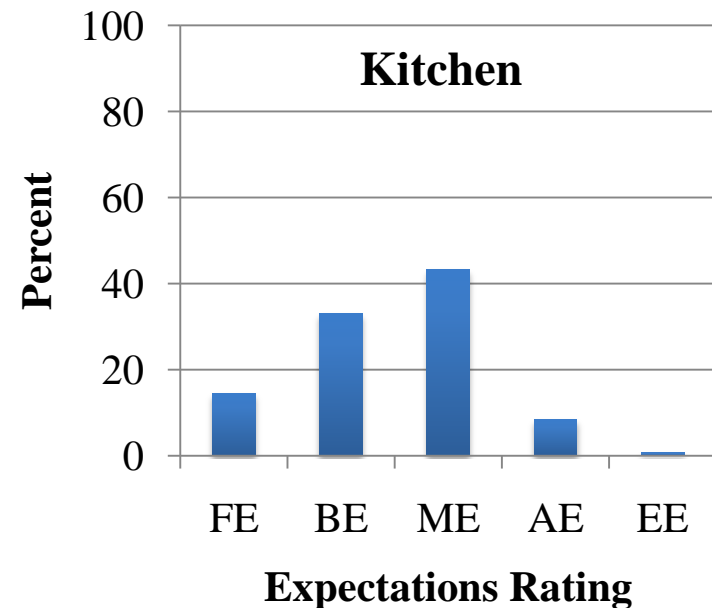
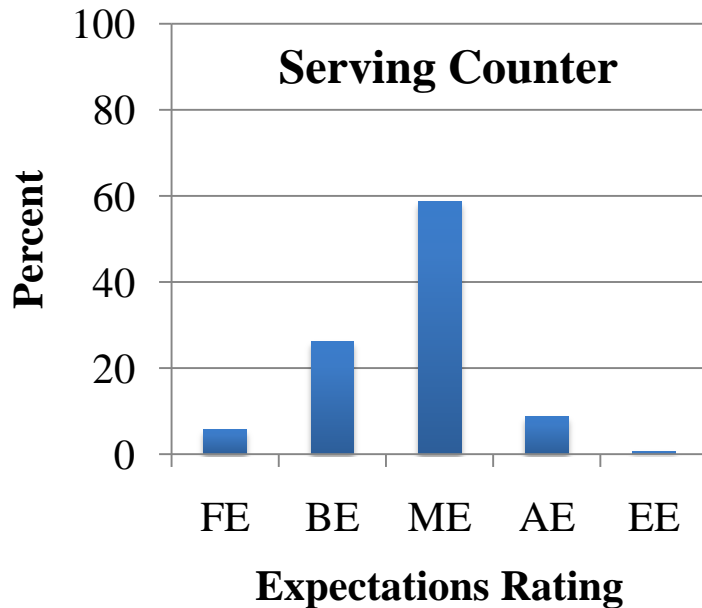
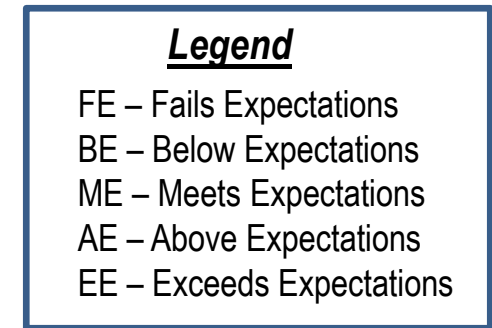
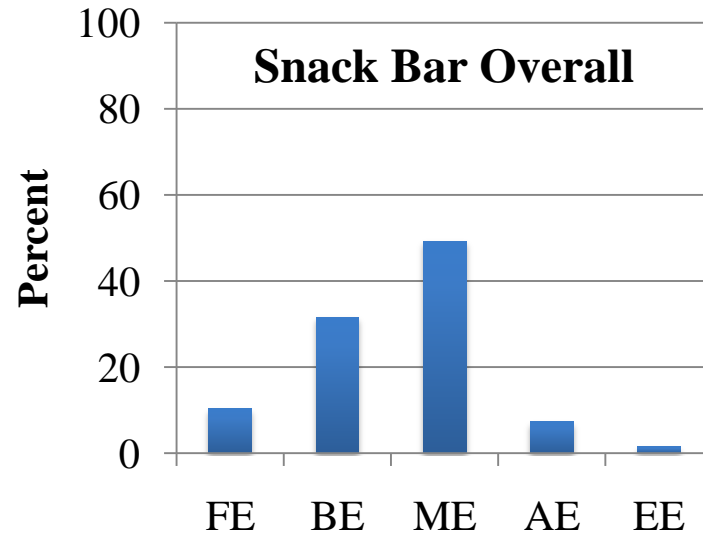


Legend
FE – Fails Expectations
BE – Below Expectations
ME – Meets Expectations
AE – Above Expectations
EE – Exceeds Expectations

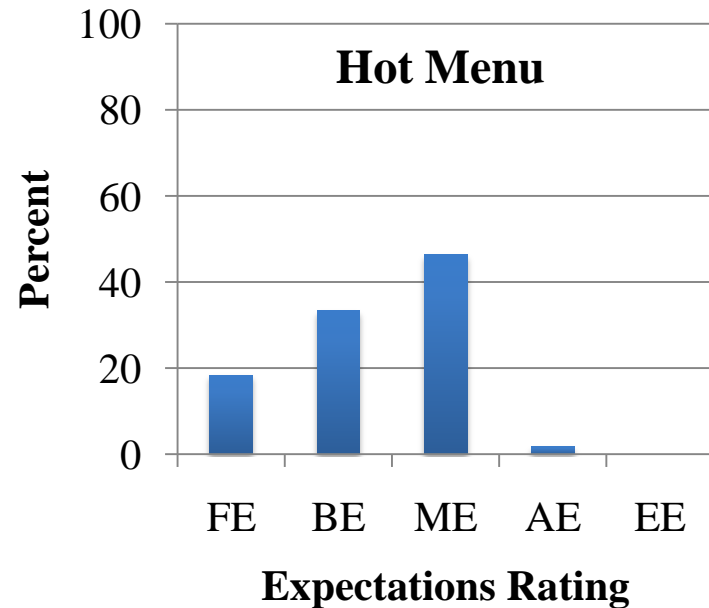
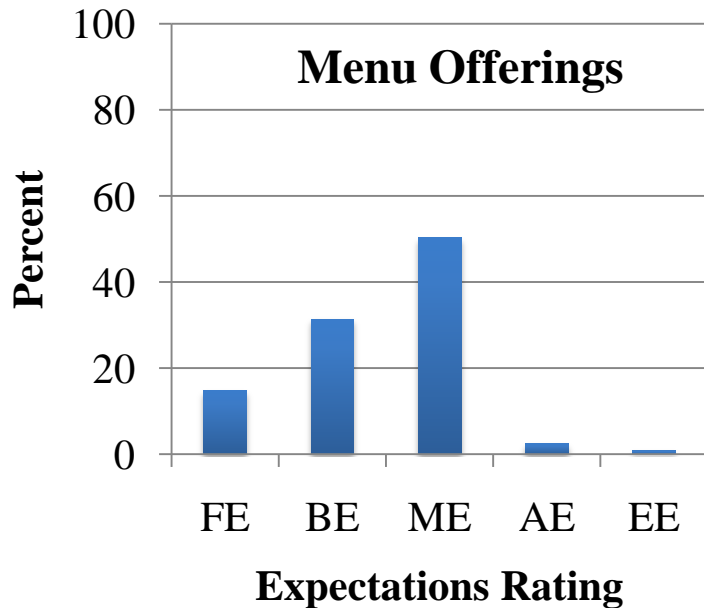
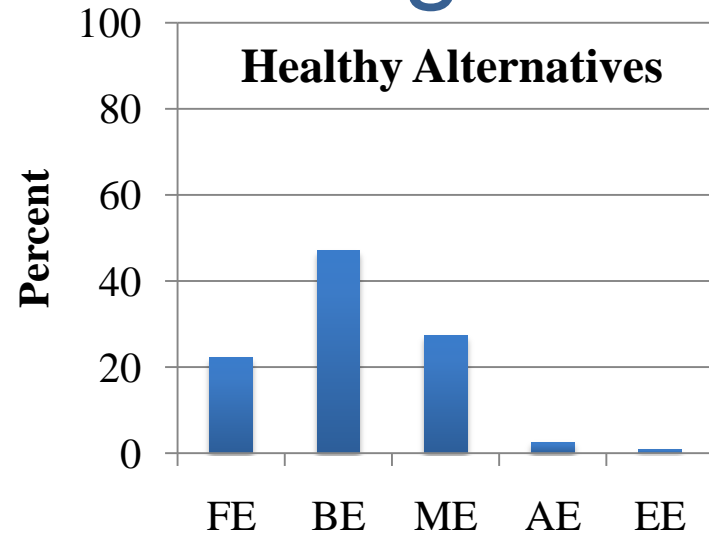
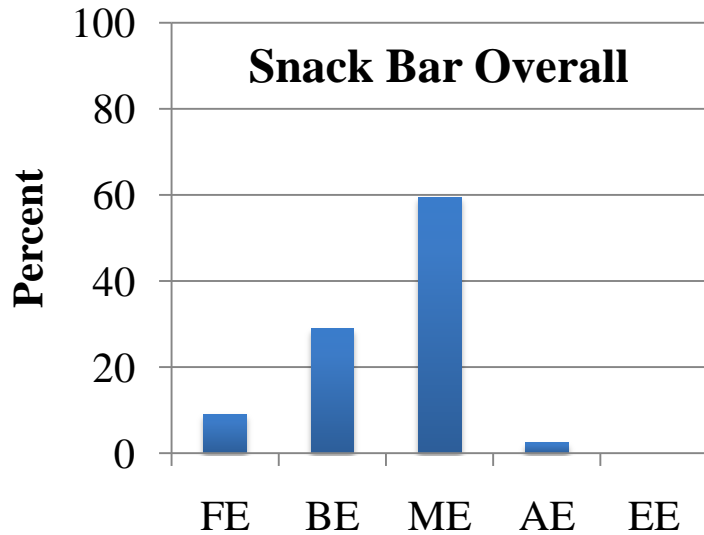
Check-In Area



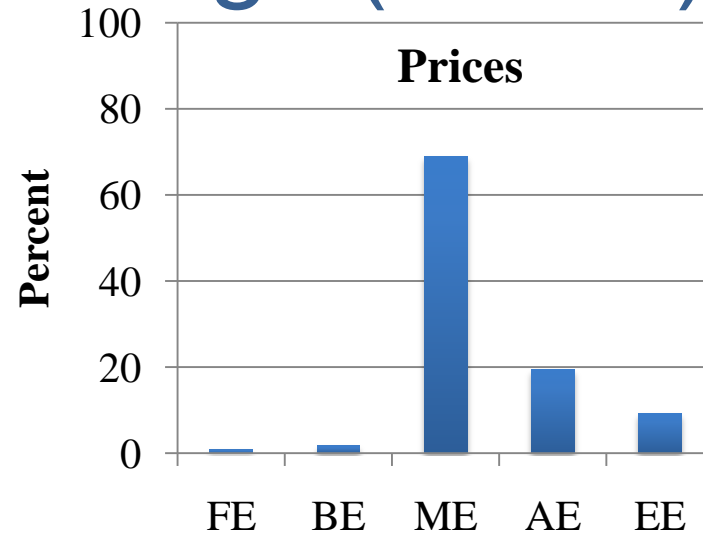
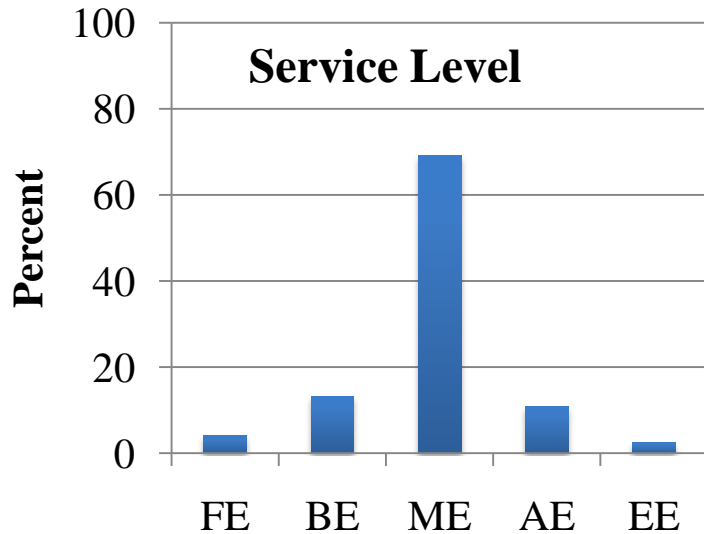
Snack Bar Facility



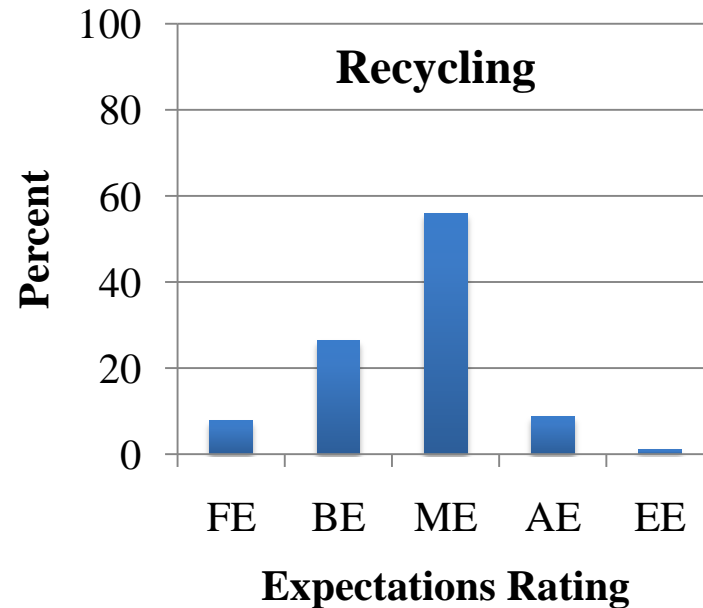
Snack Bar Offerings



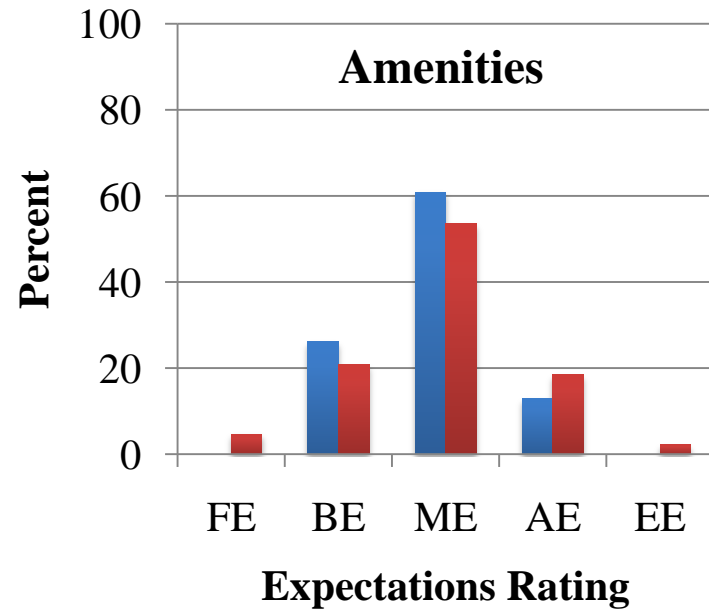
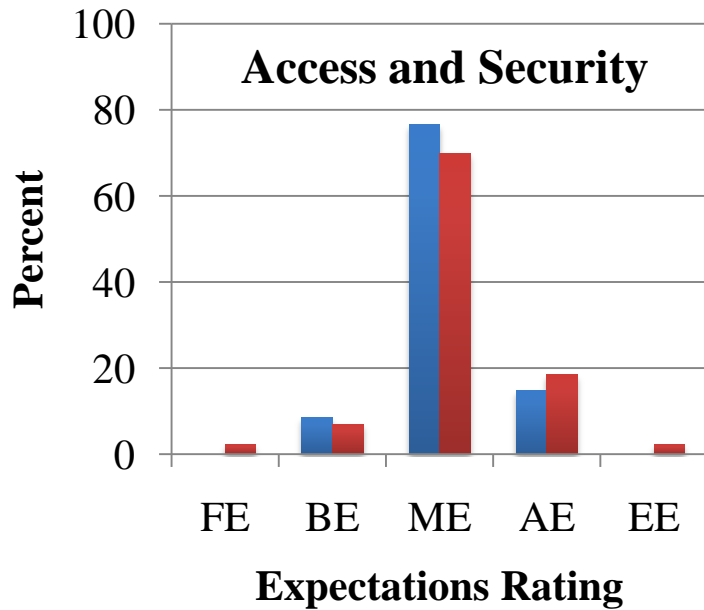
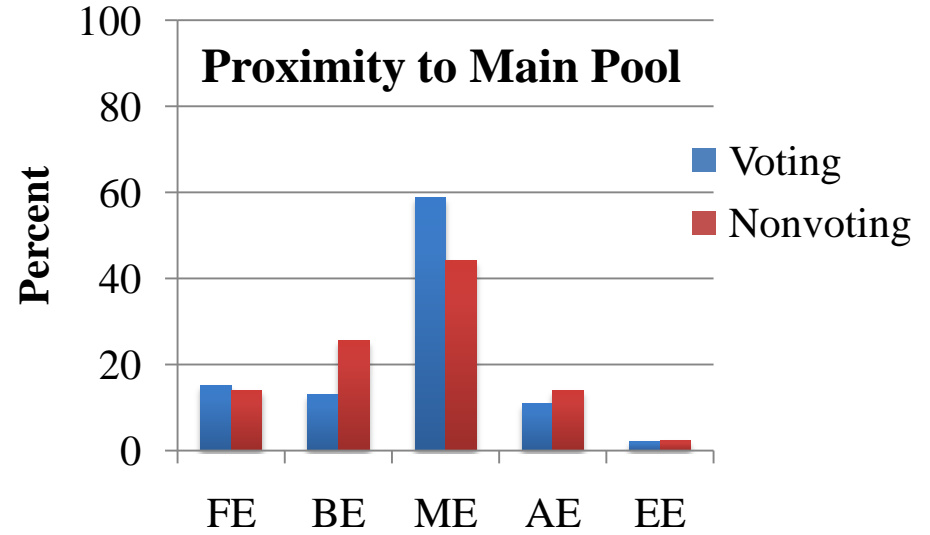
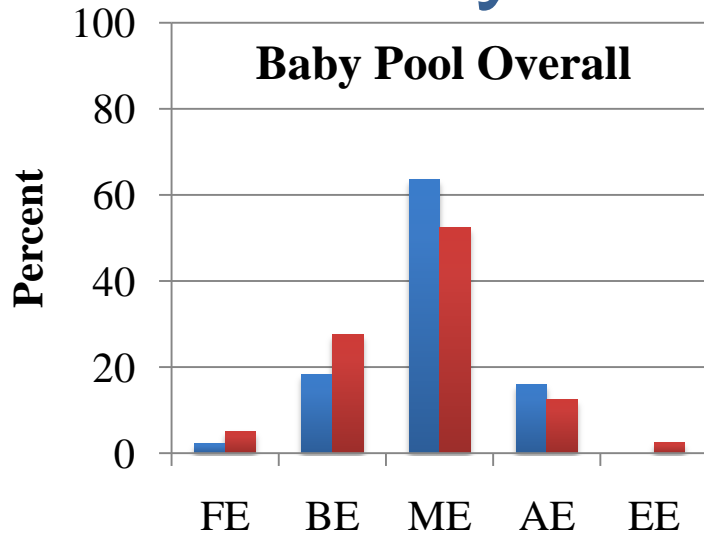
Snack Bar Offerings (cont'd)



Legend
FE – Fails Expectations
BE – Below Expectations
ME – Meets Expectations
AE – Above Expectations
EE – Exceeds Expectations

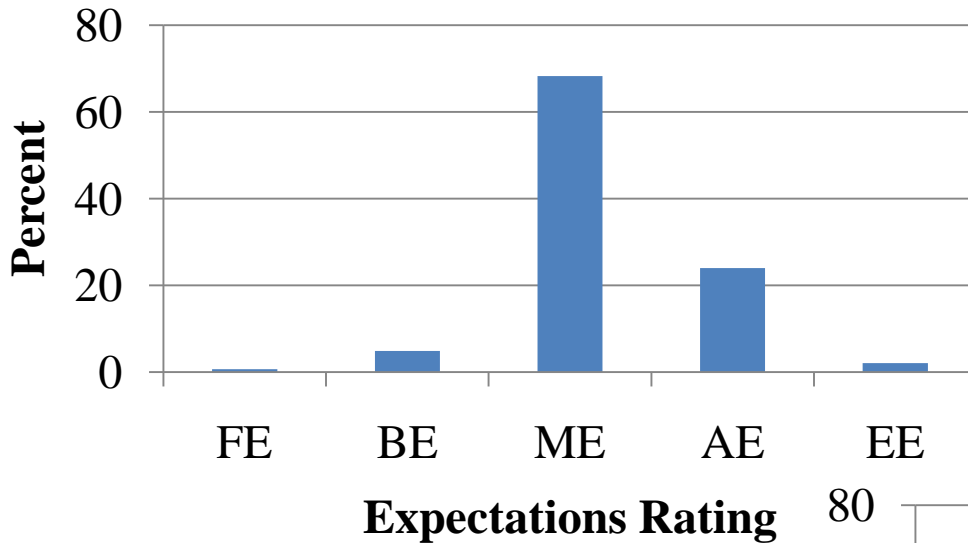


Baby Pool Satisfaction



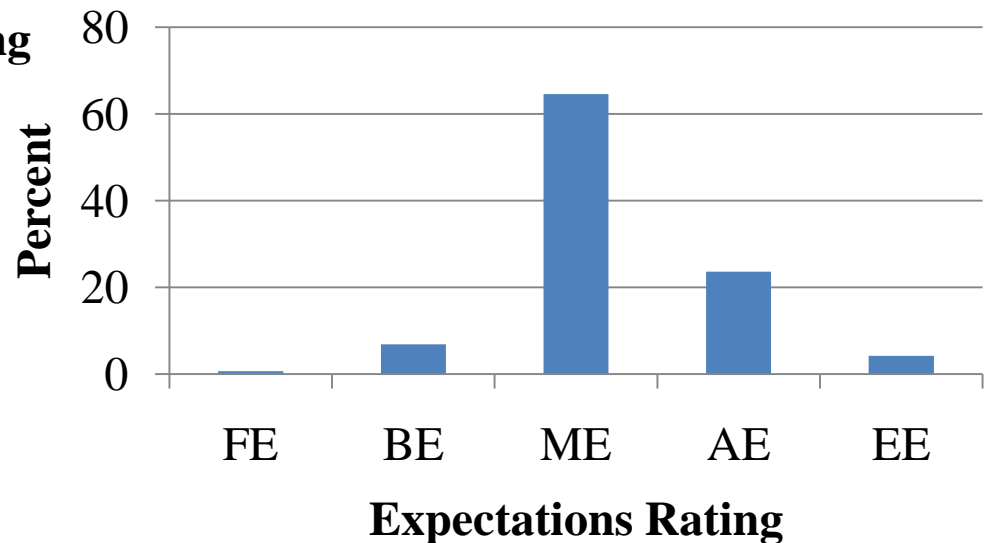
Water Quality & Temperature

Water Quality



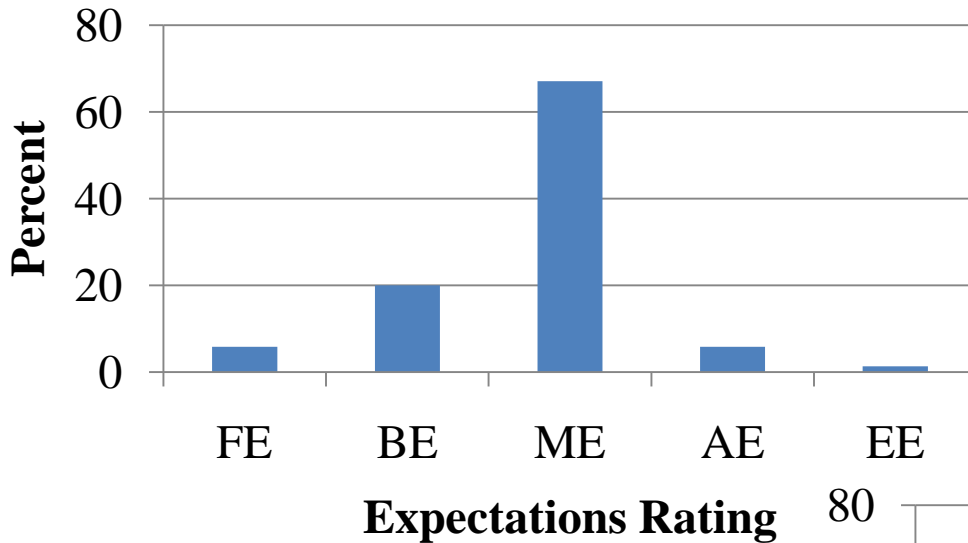
Legend
FE – Fails Expectations
BE – Below Expectations
ME – Meets Expectations
AE – Above Expectations
EE – Exceeds Expectations

Temperature



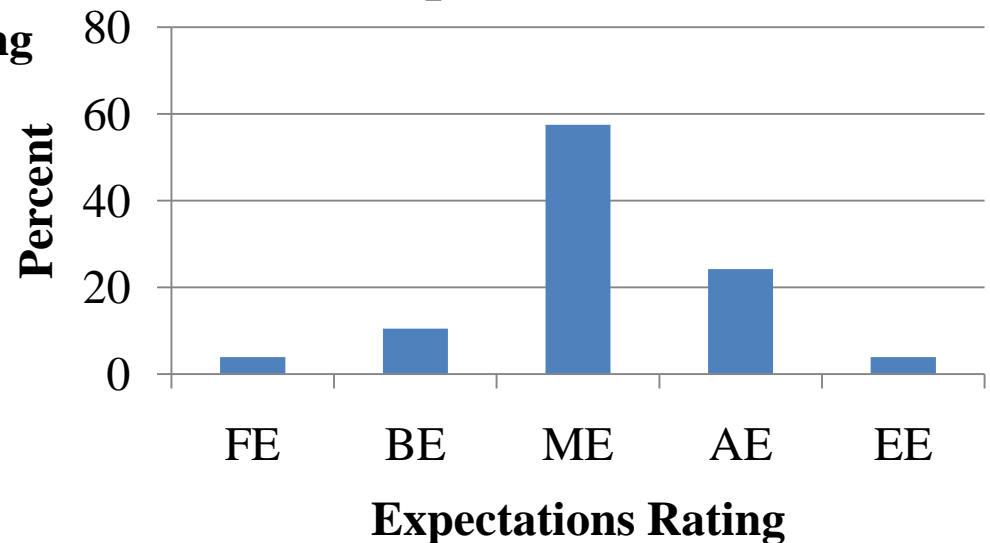
Satisfaction with Walkways

Incline to Check-In Counter

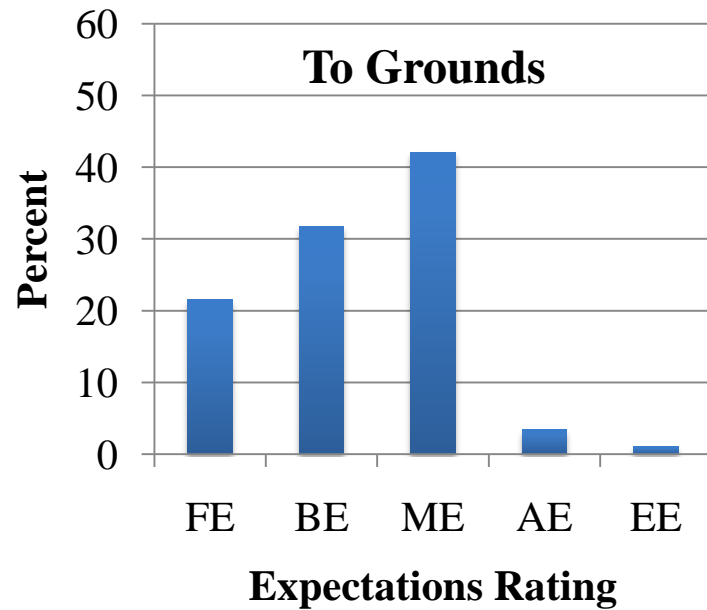
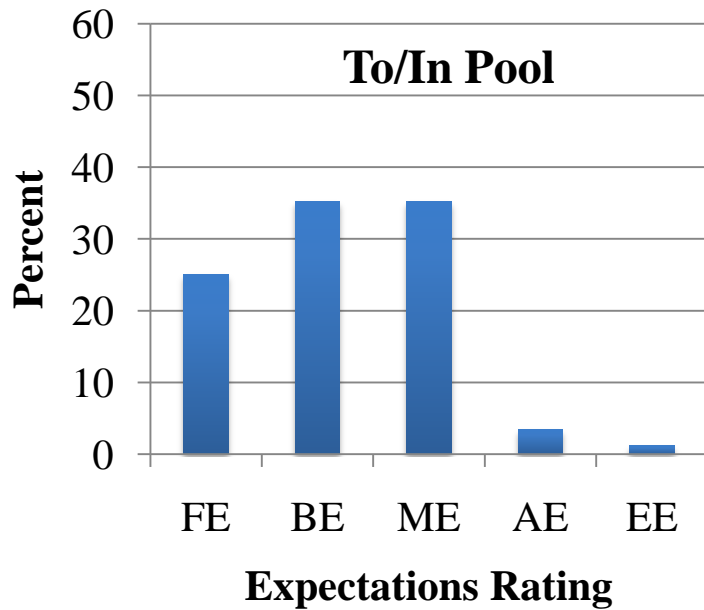
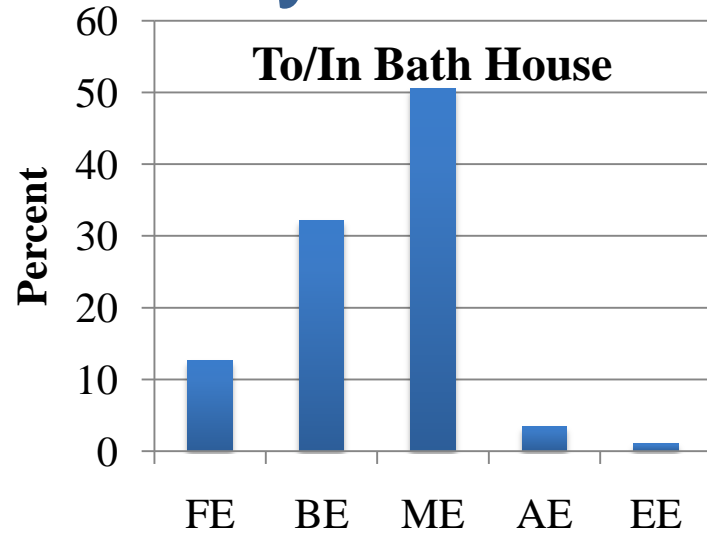
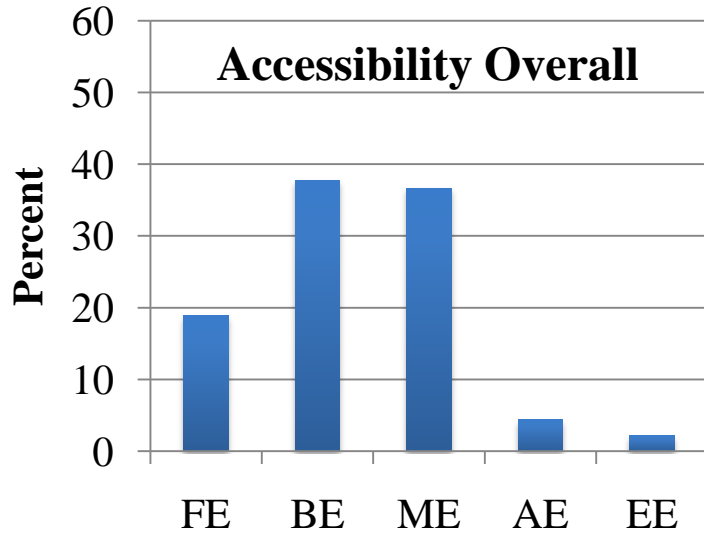


Legend
FE – Fails Expectations
BE – Below Expectations
ME – Meets Expectations
AE – Above Expectations
EE – Exceeds Expectations

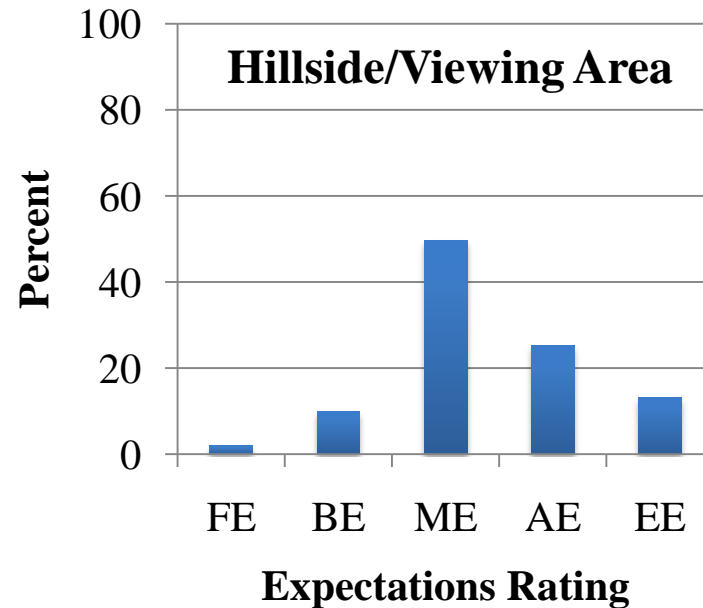
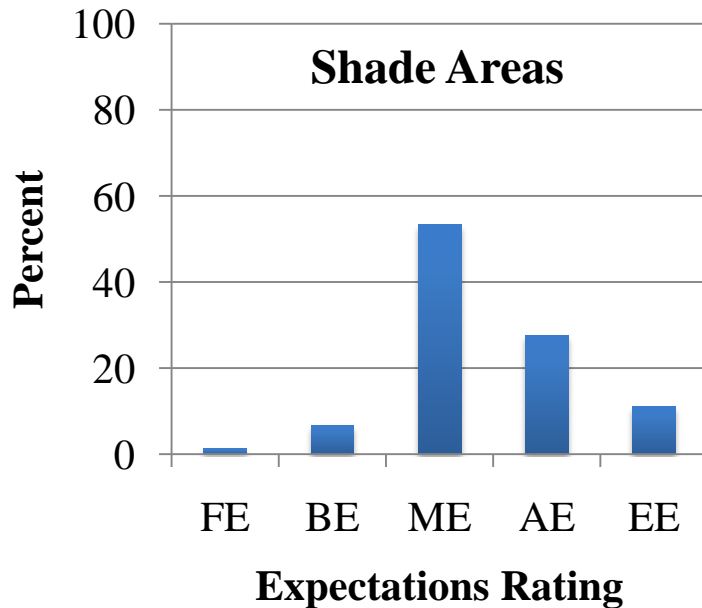
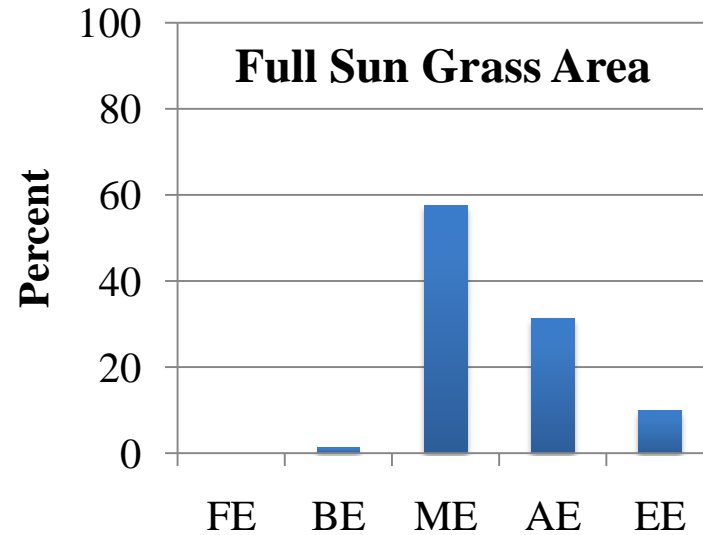
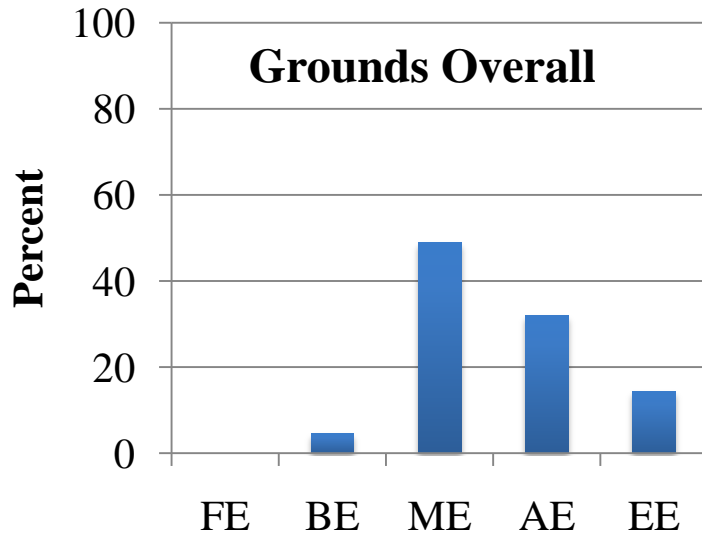
Steps to Pool Level



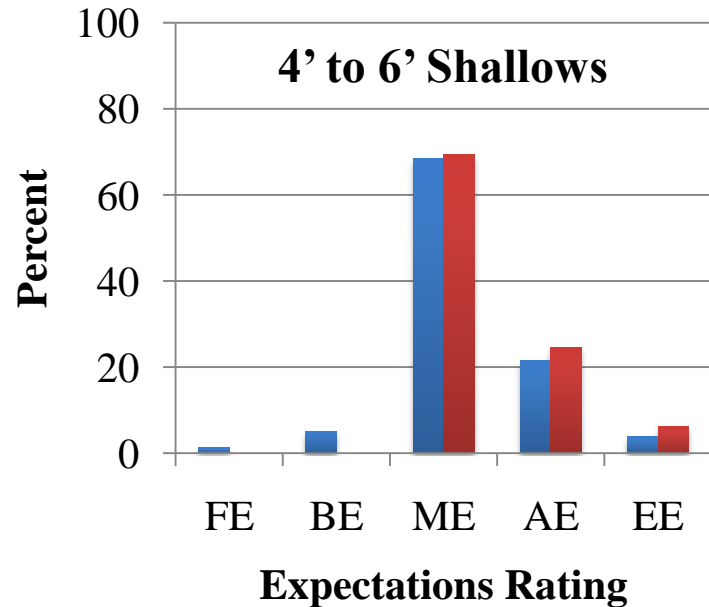
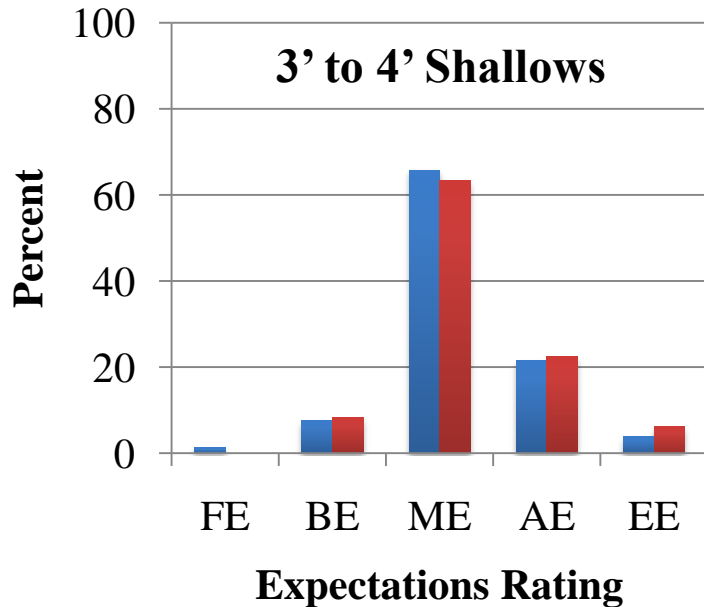
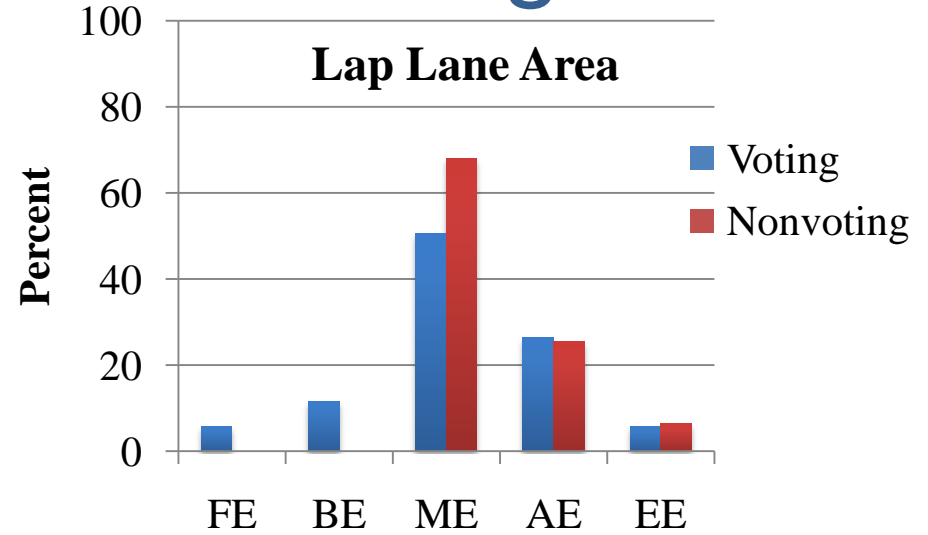
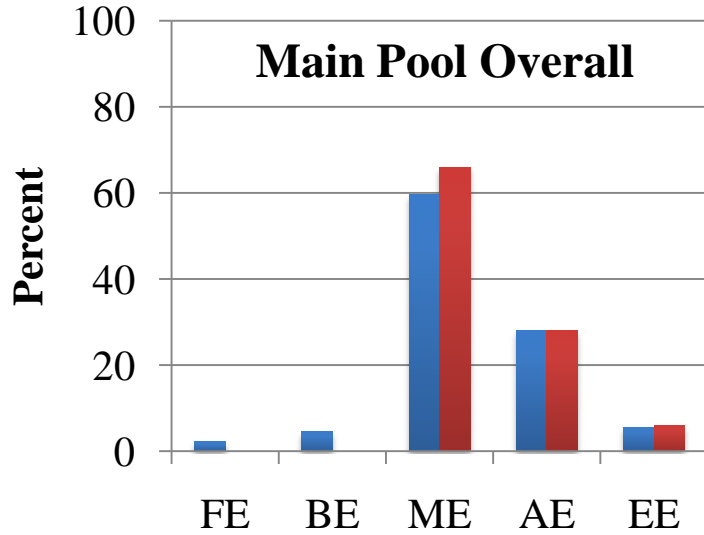
Accessibility



Satisfaction with the Grounds

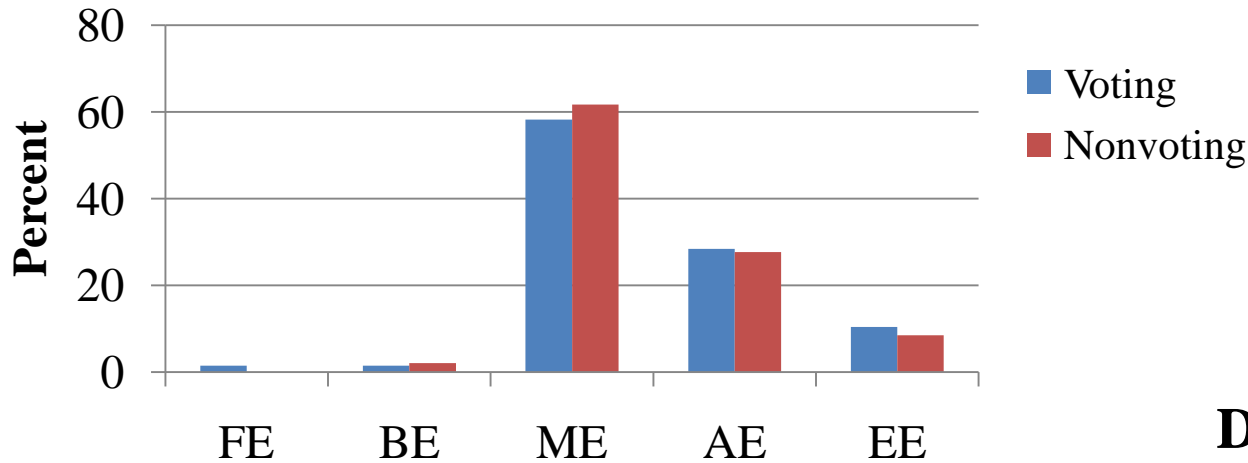


Satisfaction with Swimming Pool



Satisfaction with Pool (cont'd)

Diving Boards

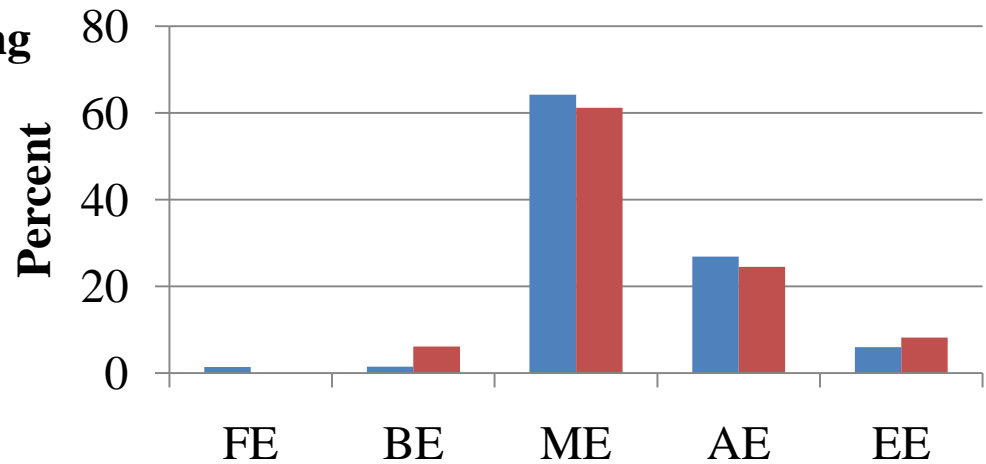


Expectations Rating

Legend

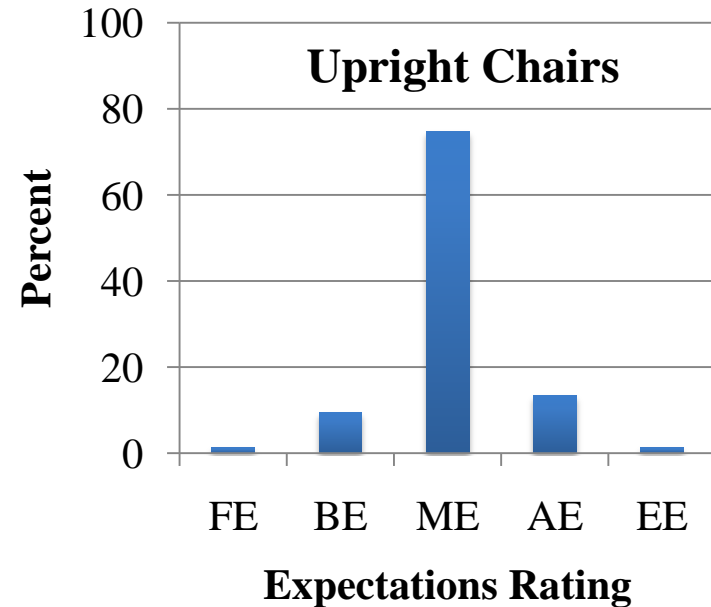
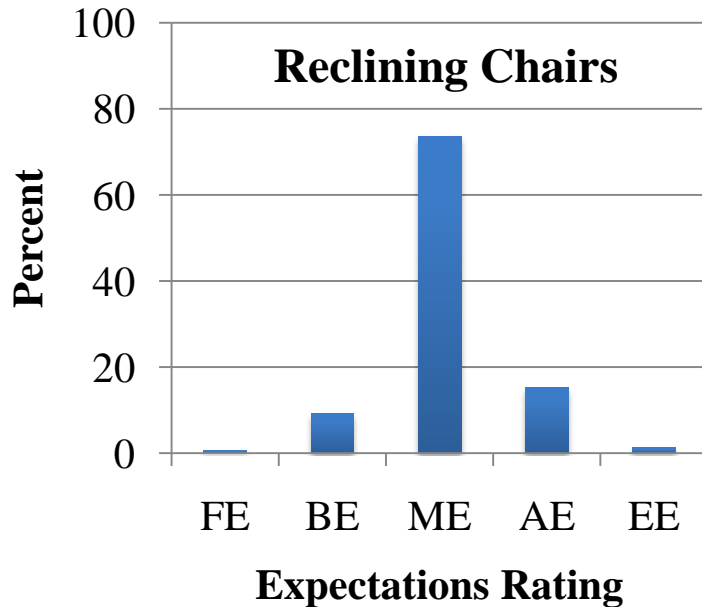
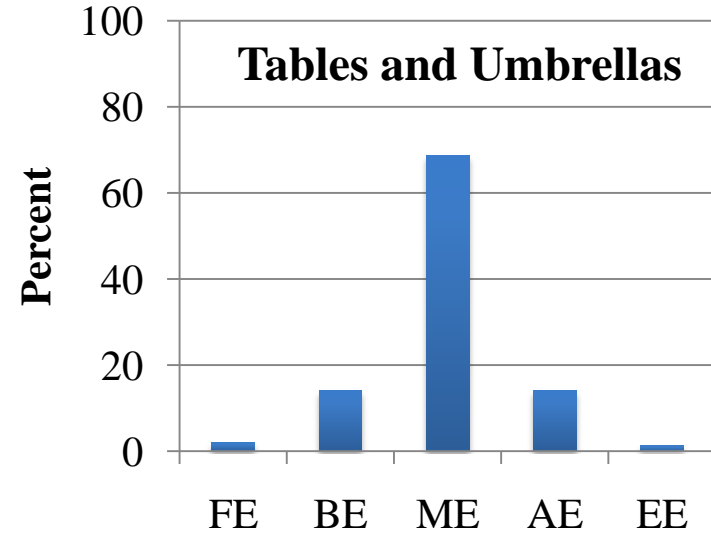
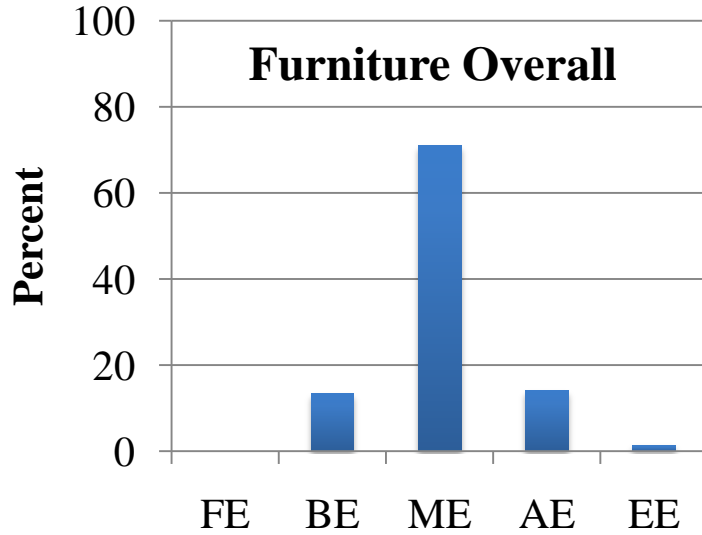
FE – Fails Expectations
 BE – Below Expectations
 ME – Meets Expectations
 AE – Above Expectations
 EE – Exceeds Expectations

Dive Tank



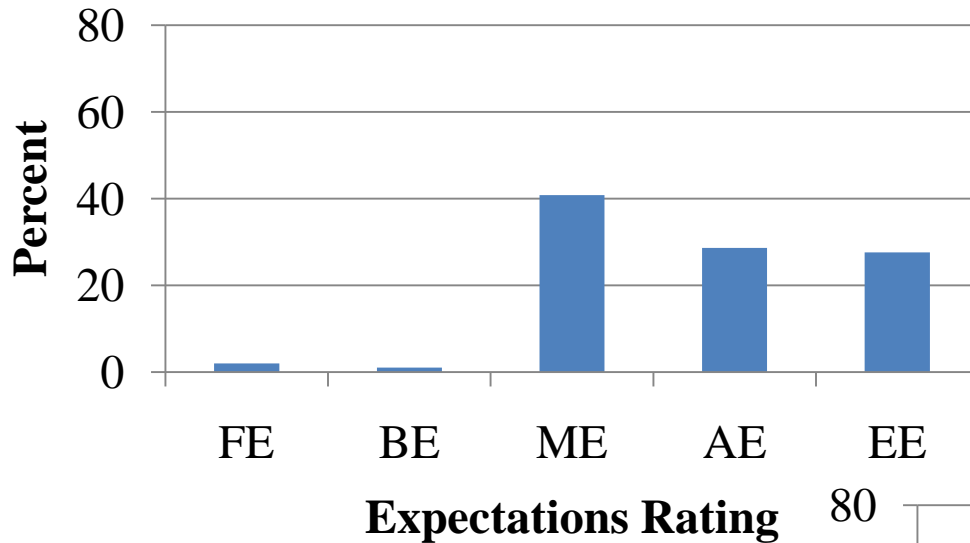
Expectations Rating

Satisfaction with Poolside Furniture



Lap Swimming Options

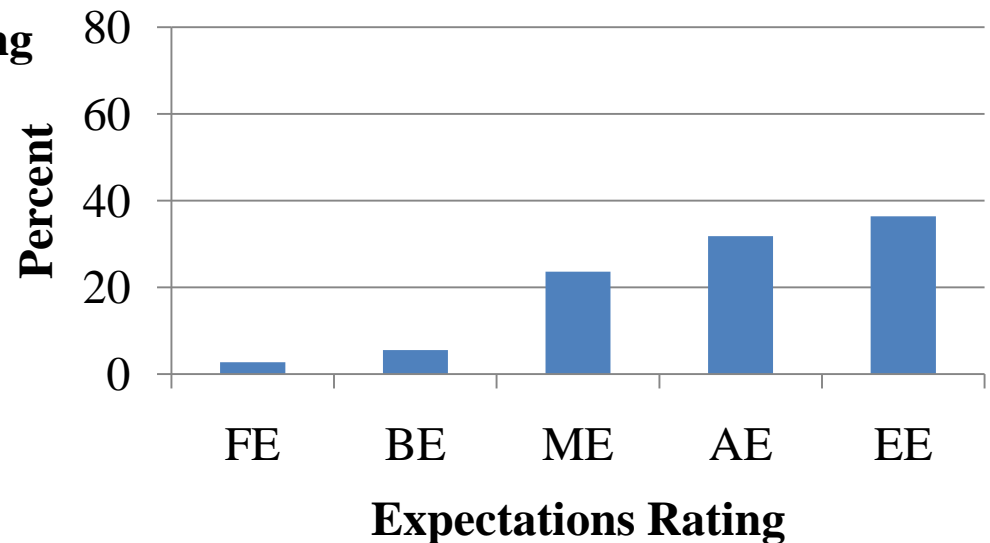
Early Bird (AM)



Legend

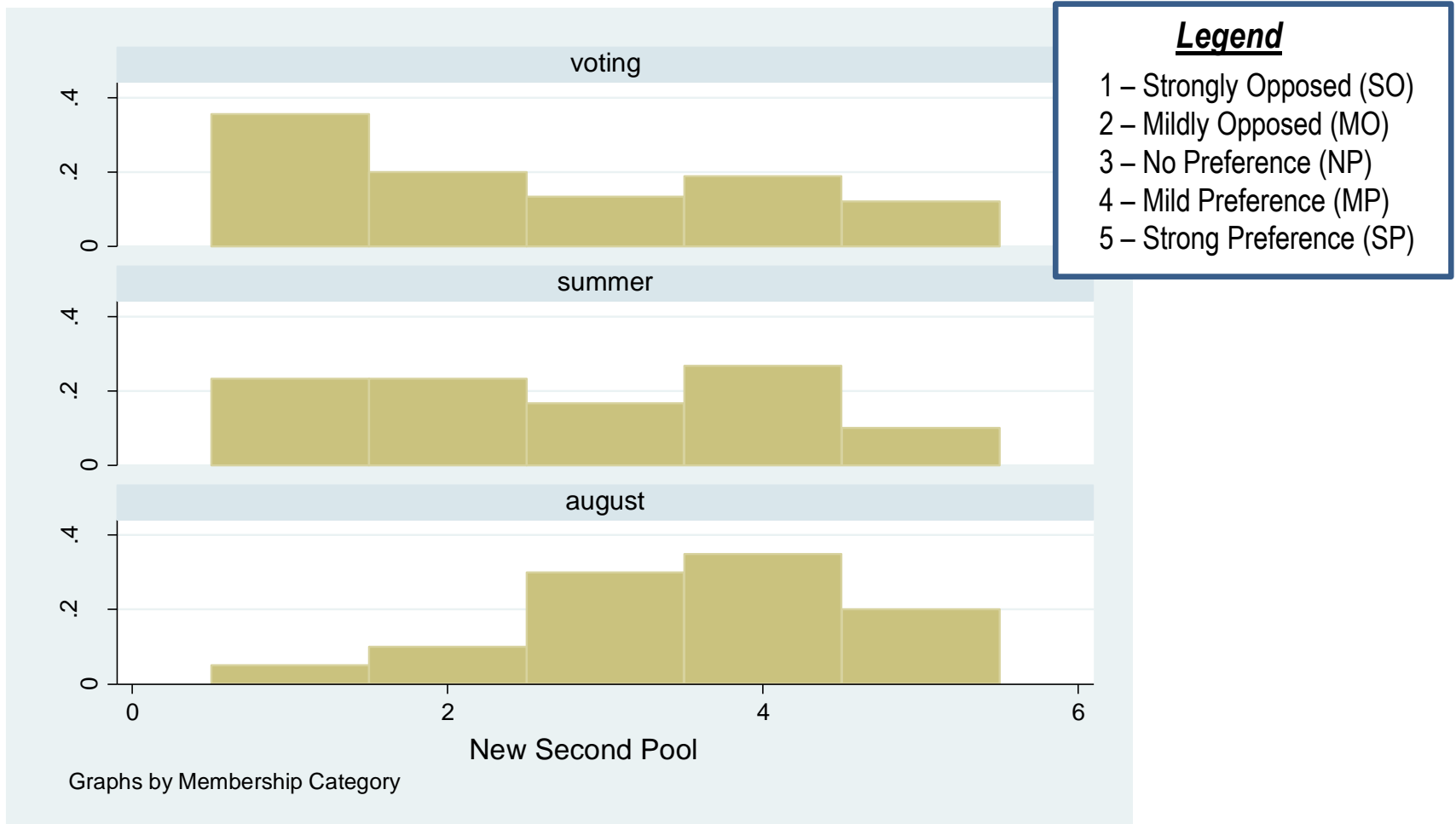
FE	– Fails Expectations
BE	– Below Expectations
ME	– Meets Expectations
AE	– Above Expectations
EE	– Exceeds Expectations

Lap Swimming (PM)

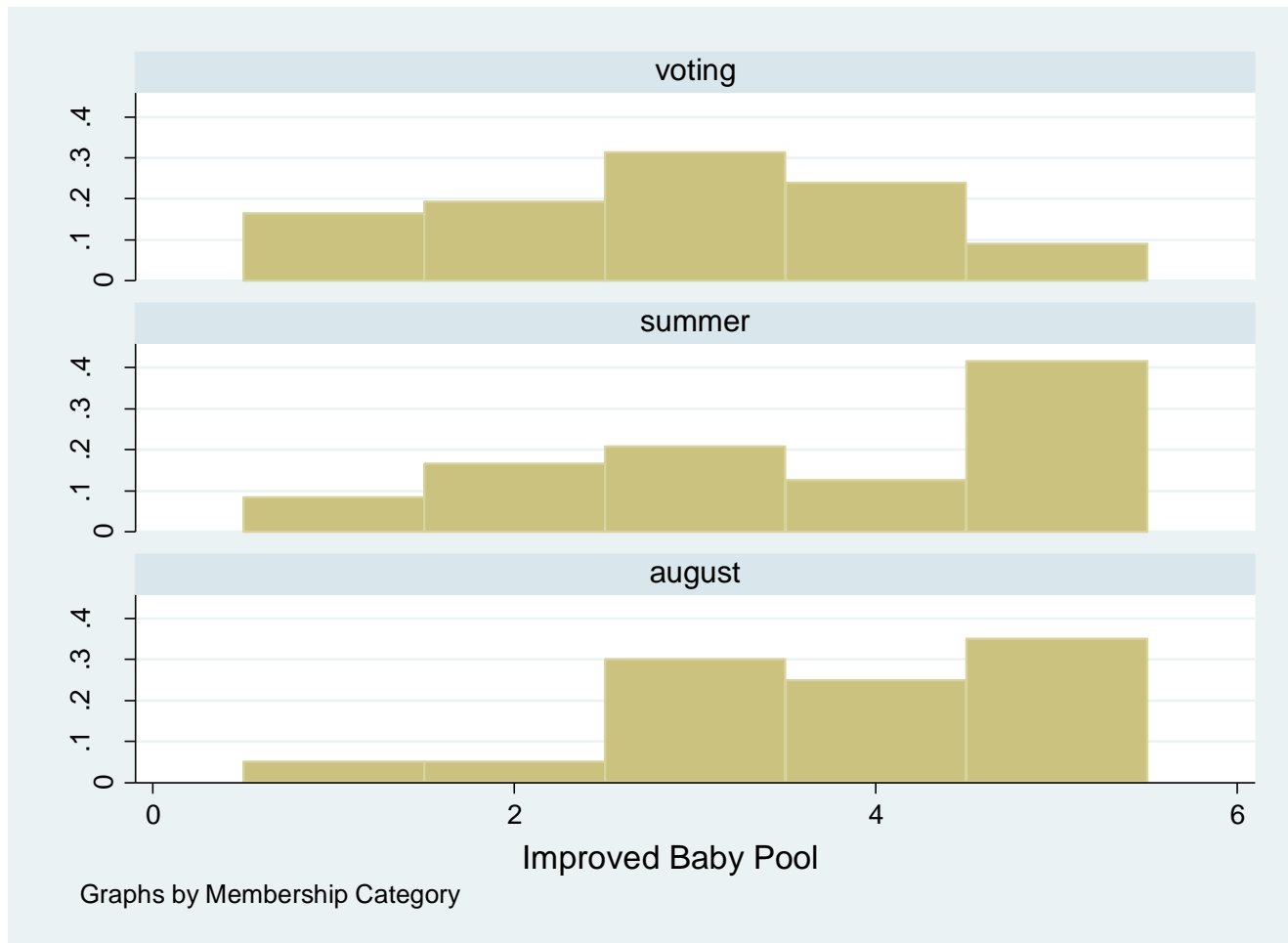


New Facilities

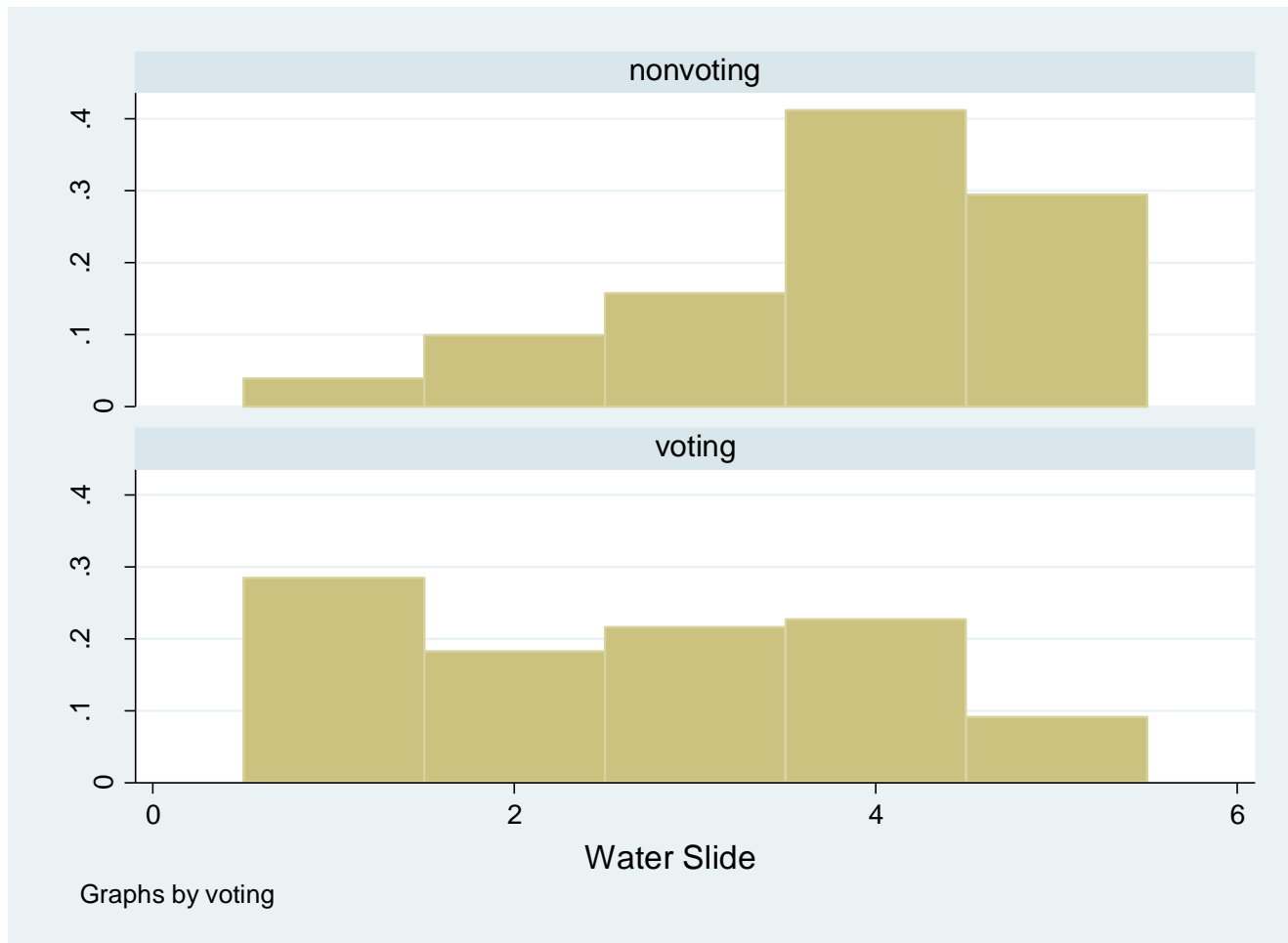
Preference for New Second Pool by Membership Category



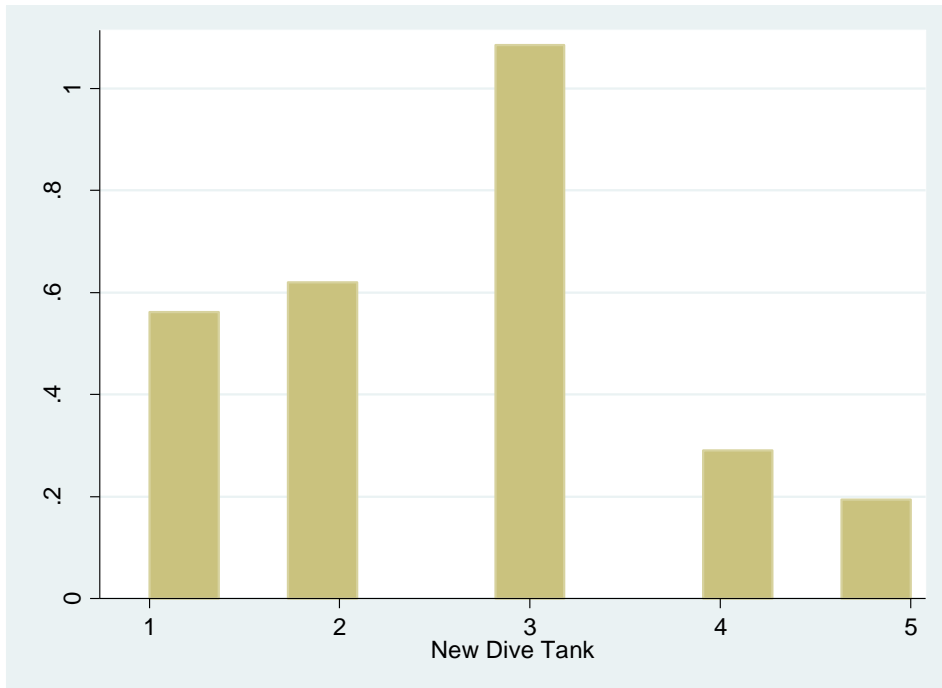
Preference for Baby Pool Improvements by Member Category



Preference for Water Slide by Voting and Non-Voting Members

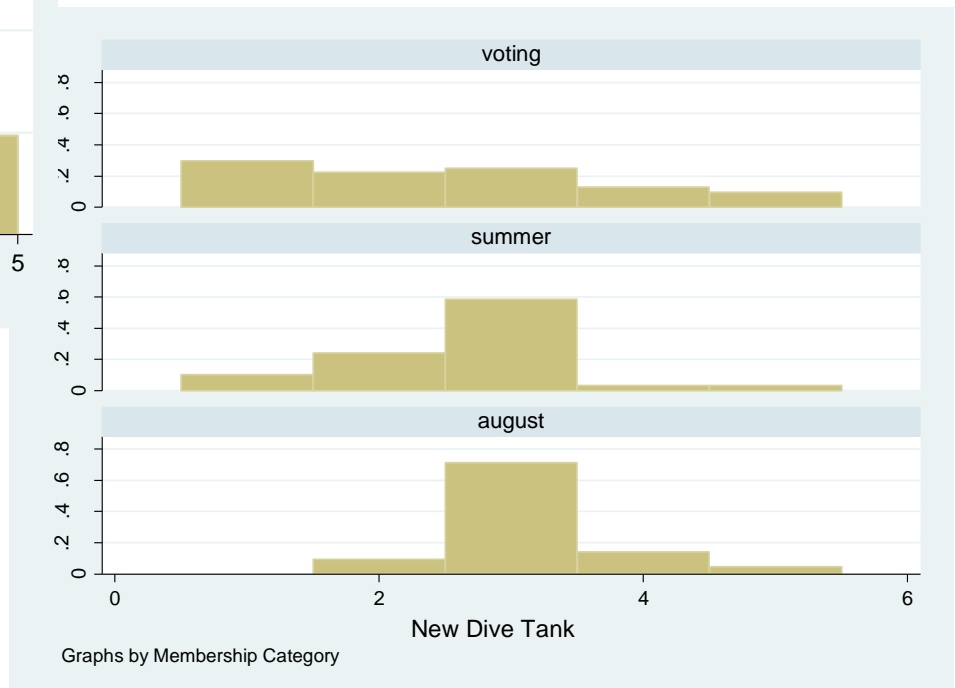


Insufficient Support for a New Dive Tank



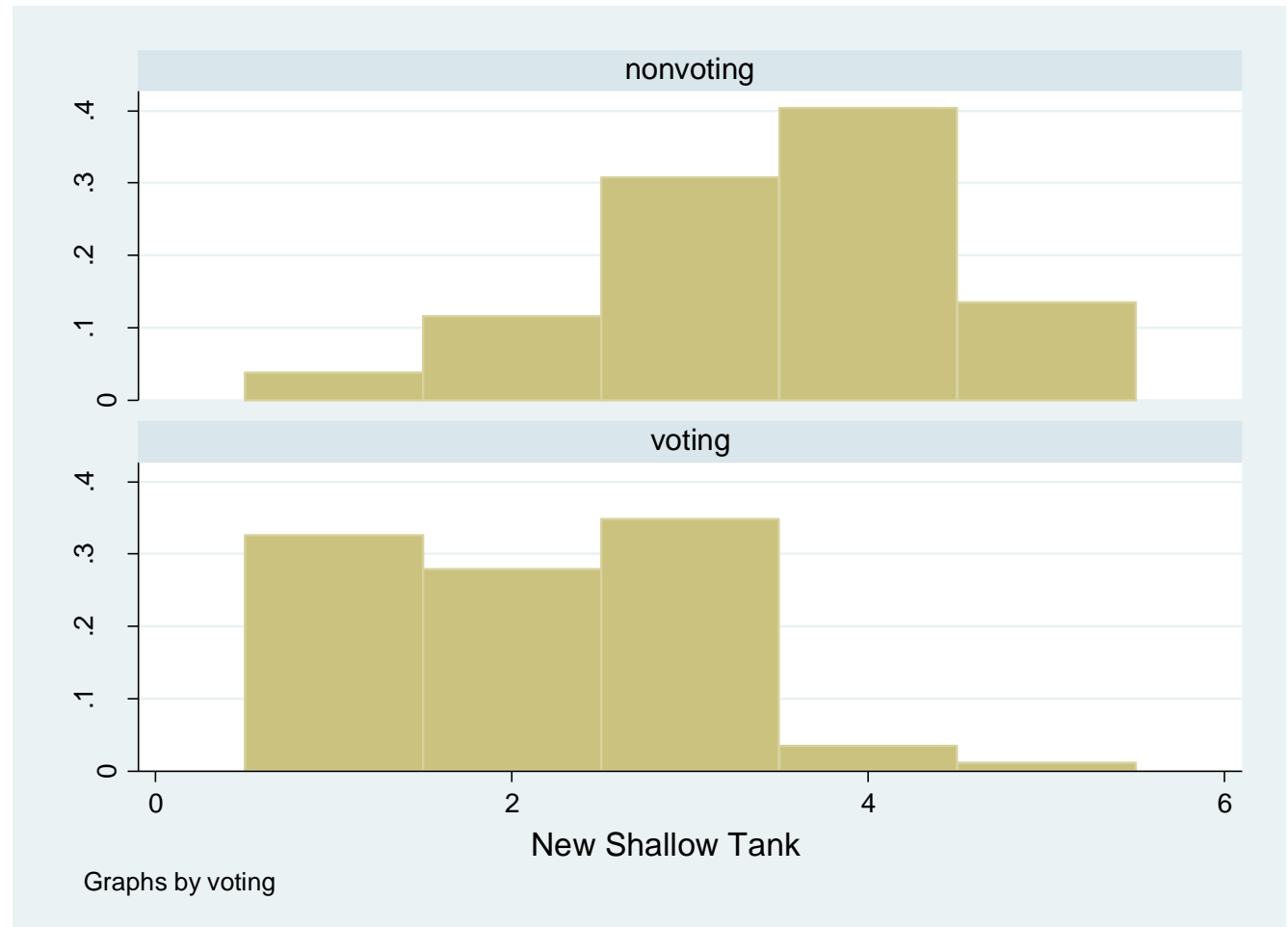
Results for All Respondents

Results by Membership Category



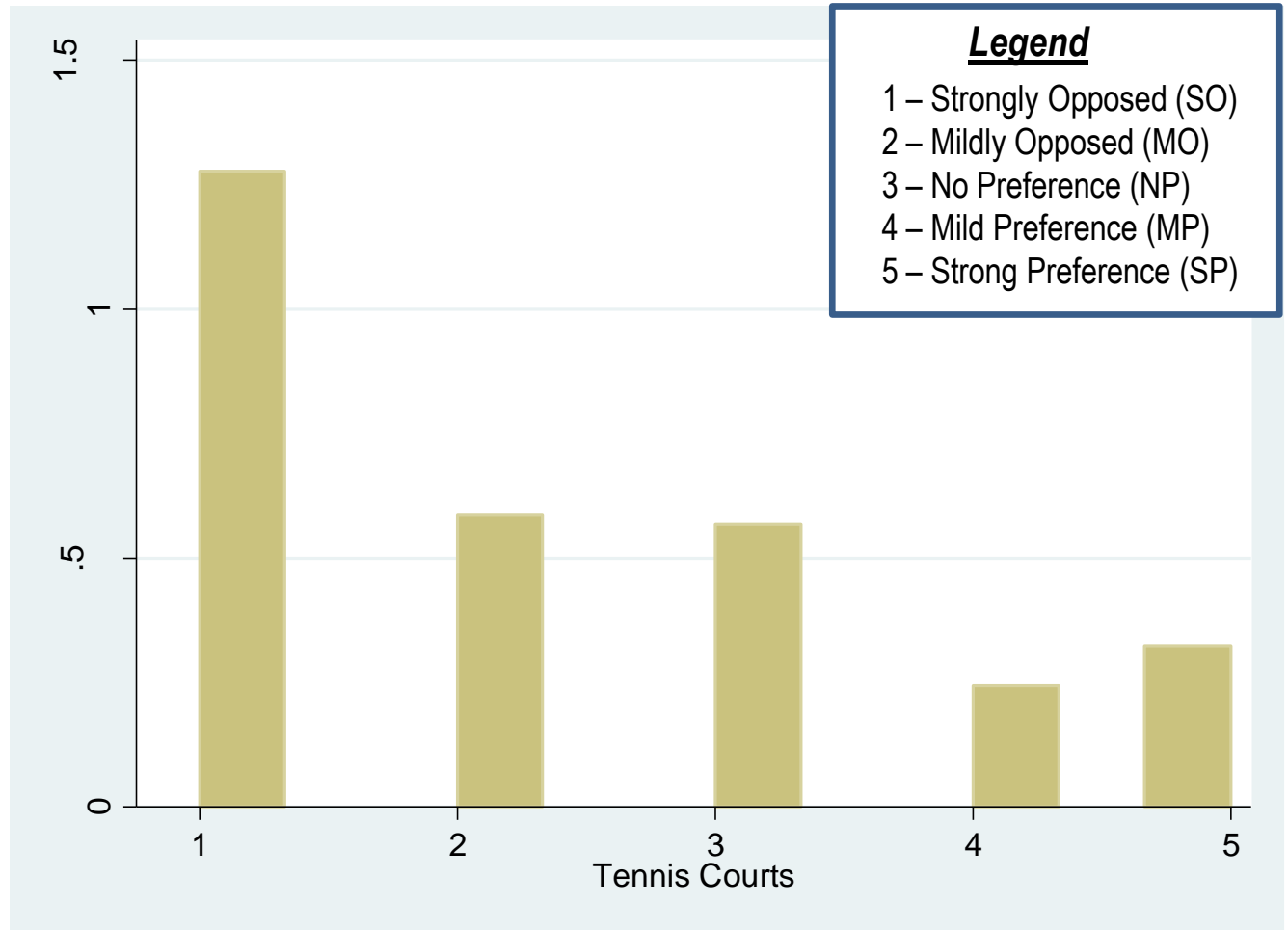
Split support for Adding a New 3 ft Shallow Area

Preference is correlated with age group



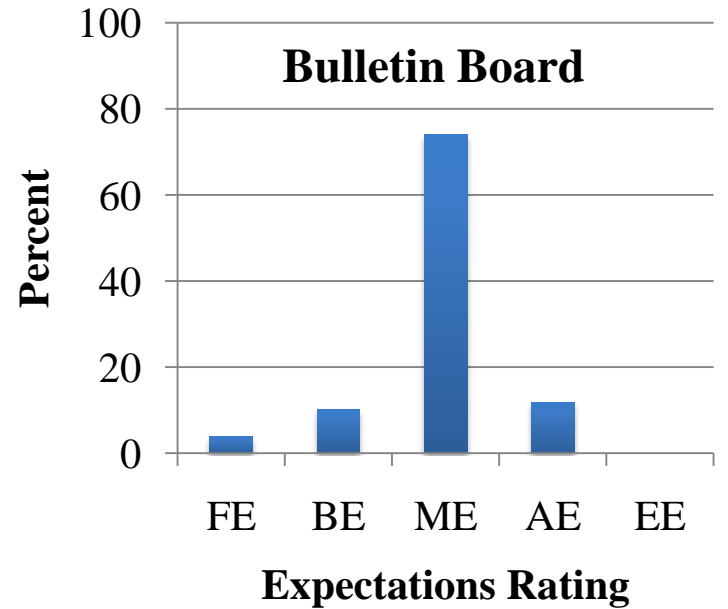
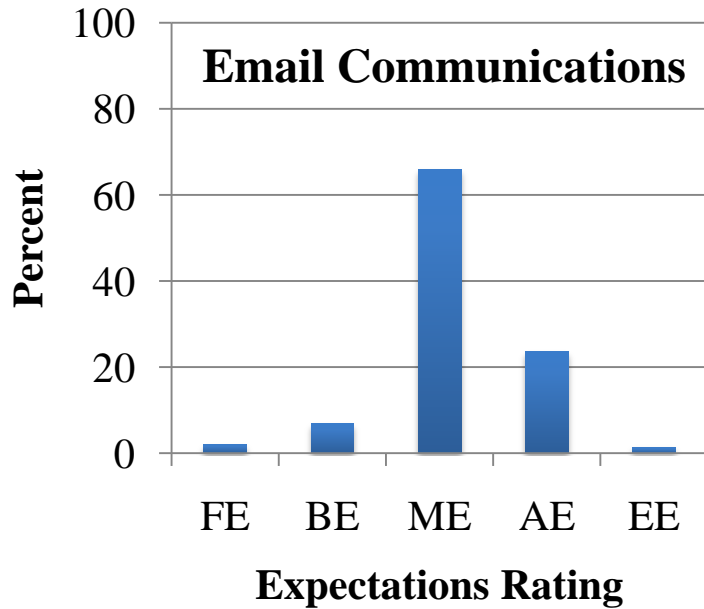
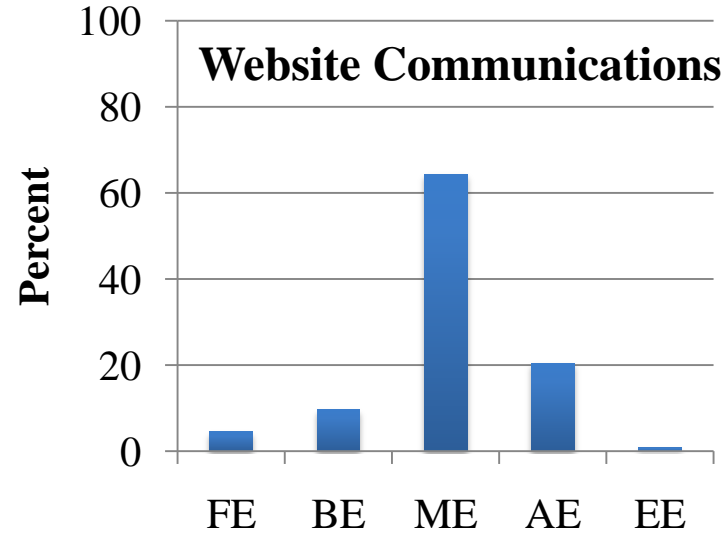
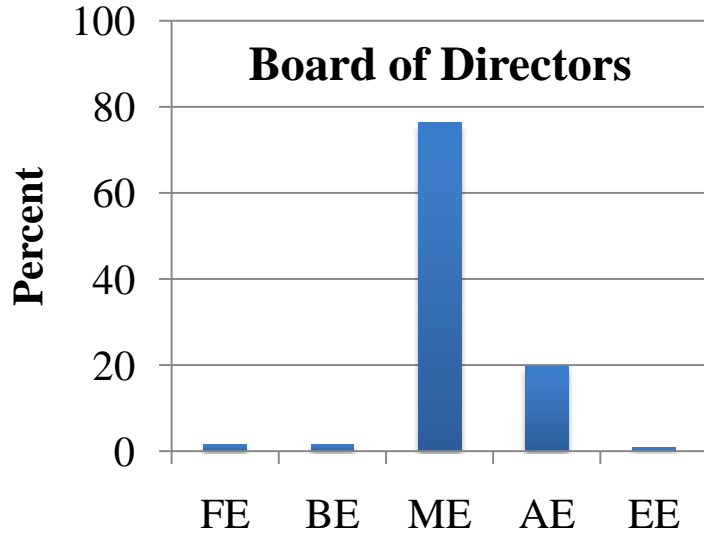
No Support for Tennis Courts

81 Percent were
Opposed or
Expressed
No Preference

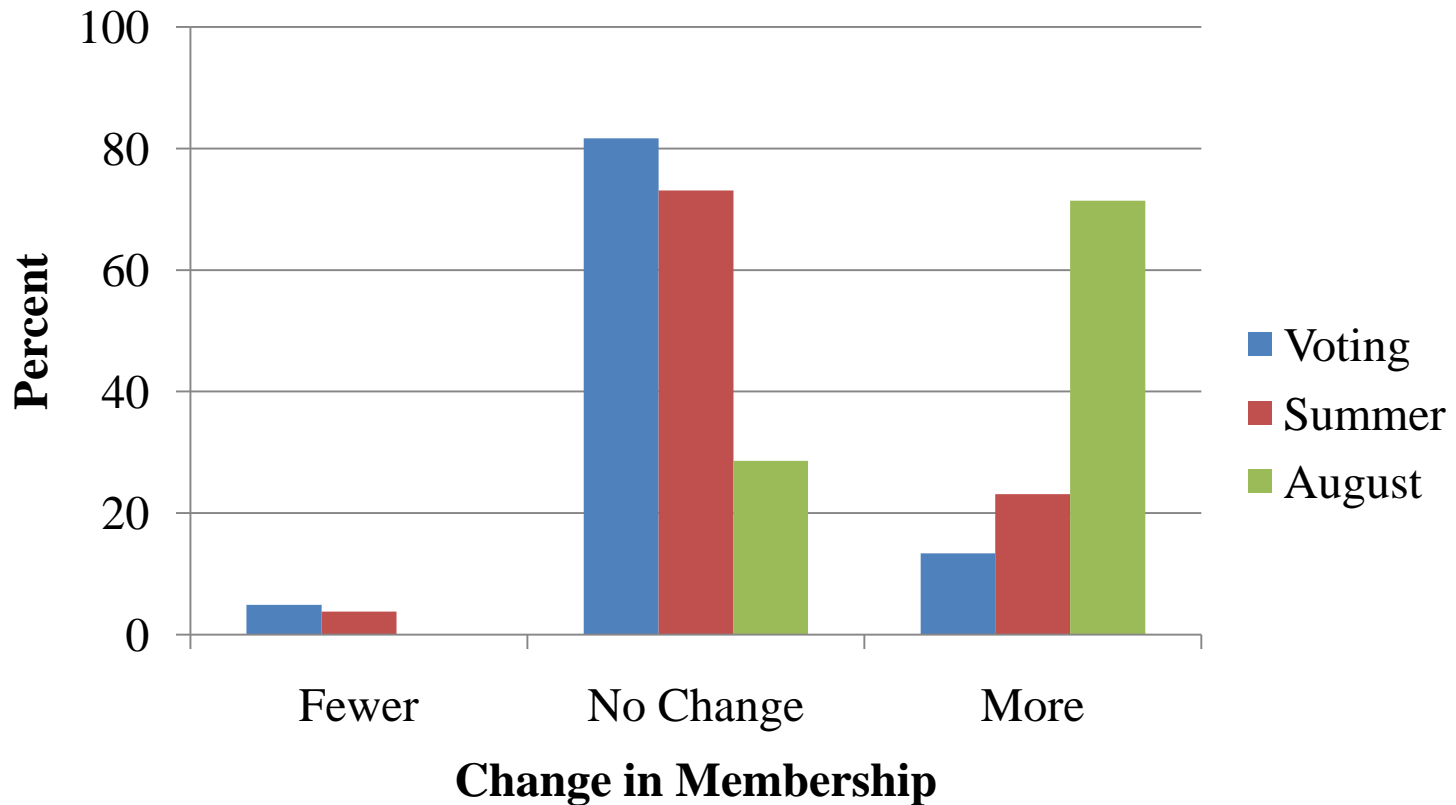


Governance and Membership Policies

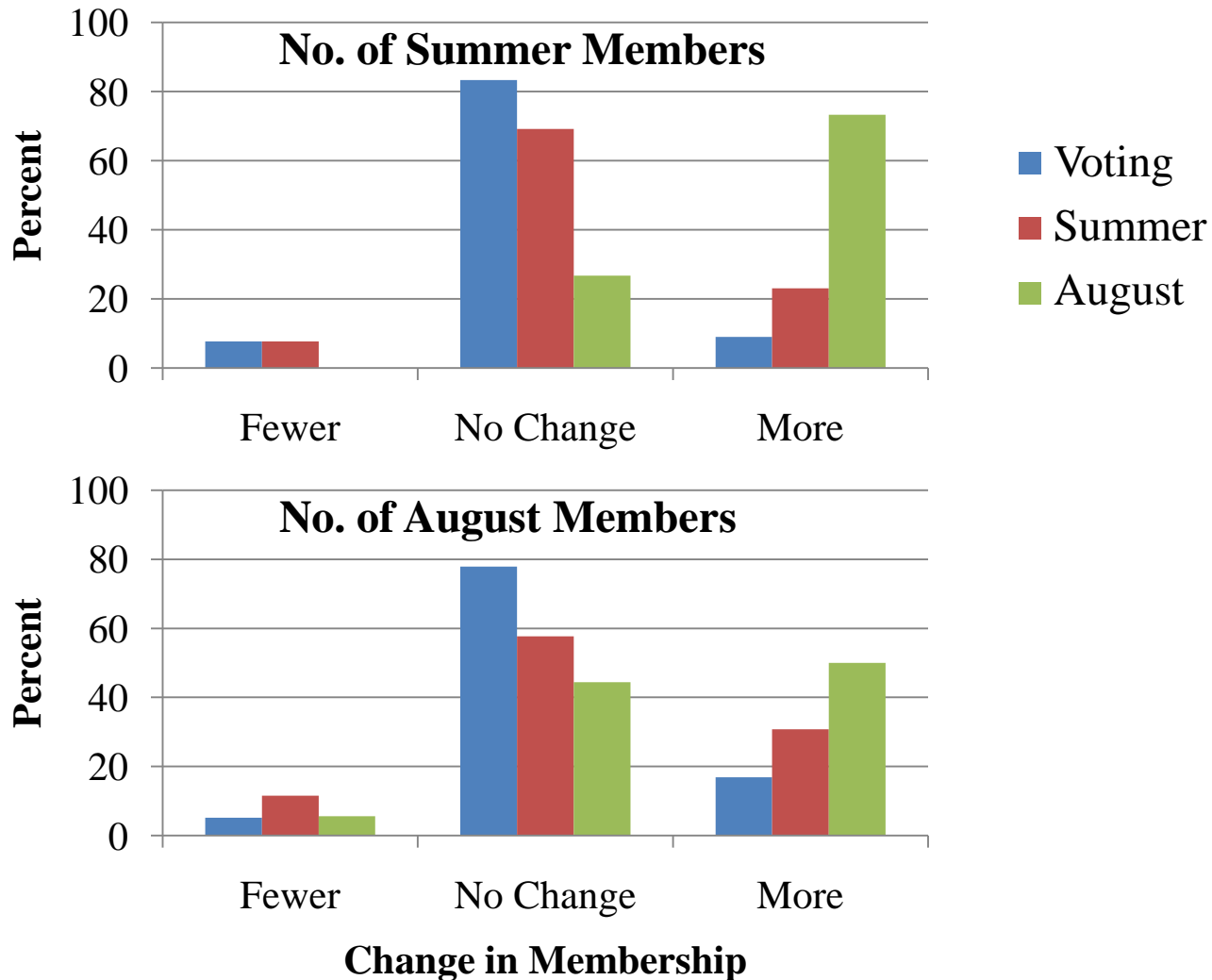
Governance & Communications



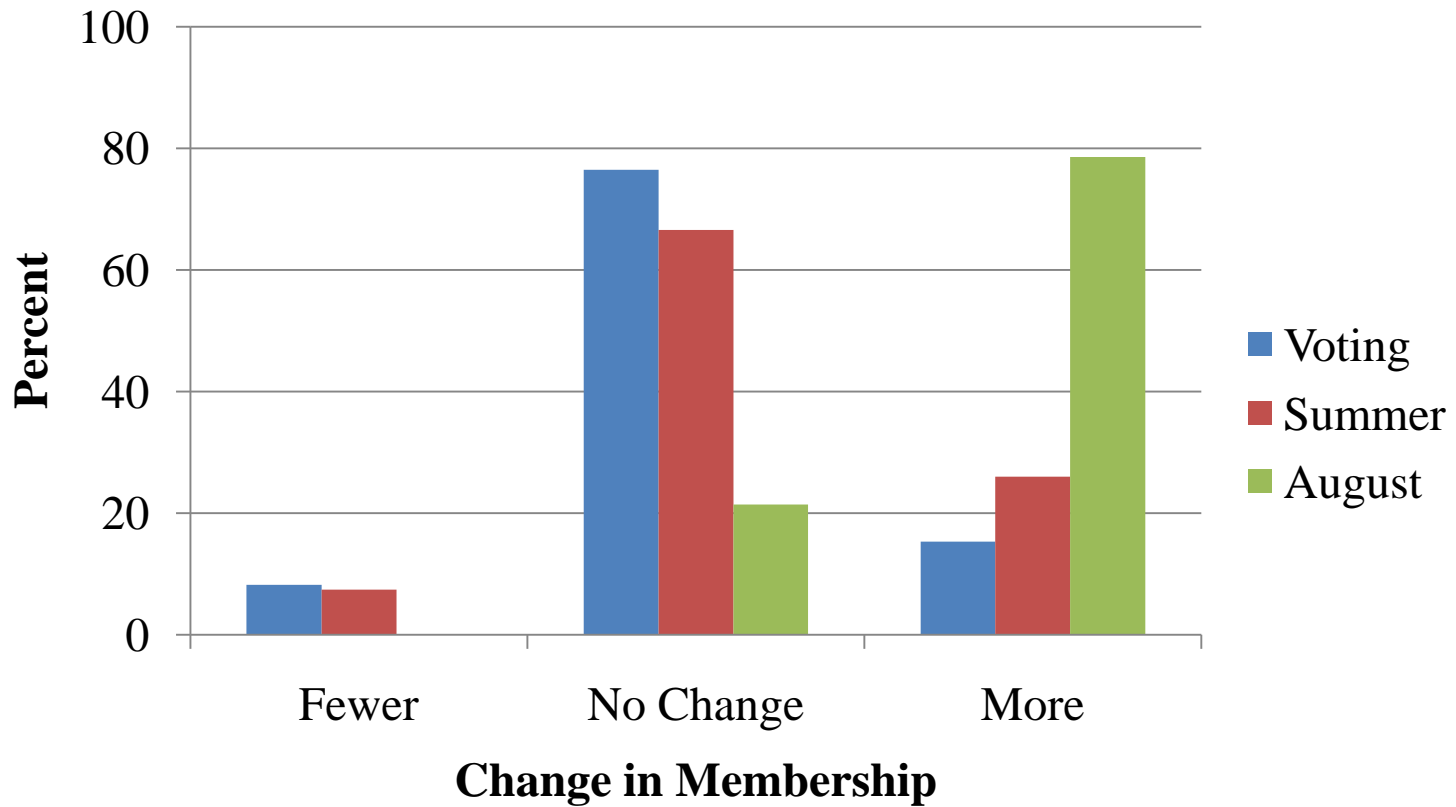
No. of Full Memberships



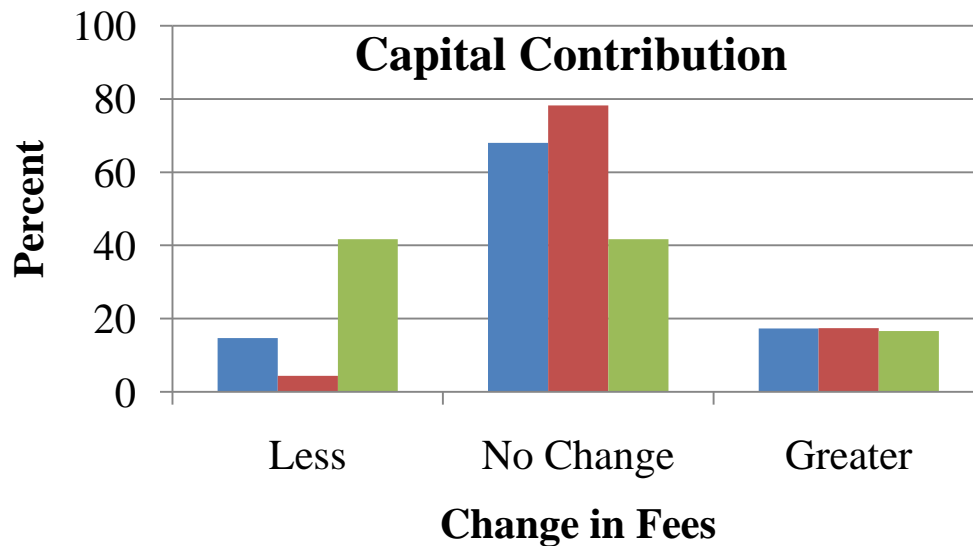
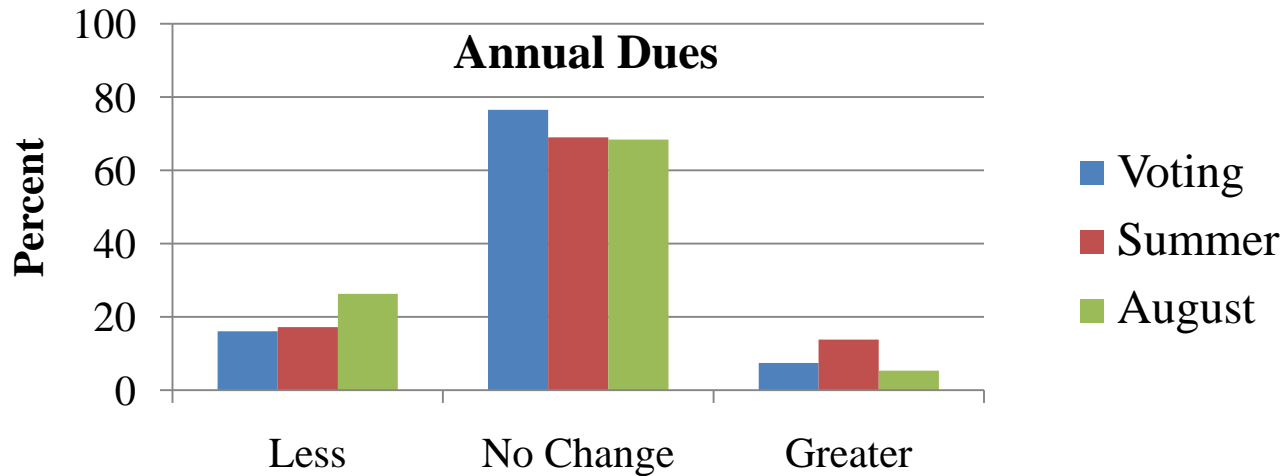
Non-Voting Membership



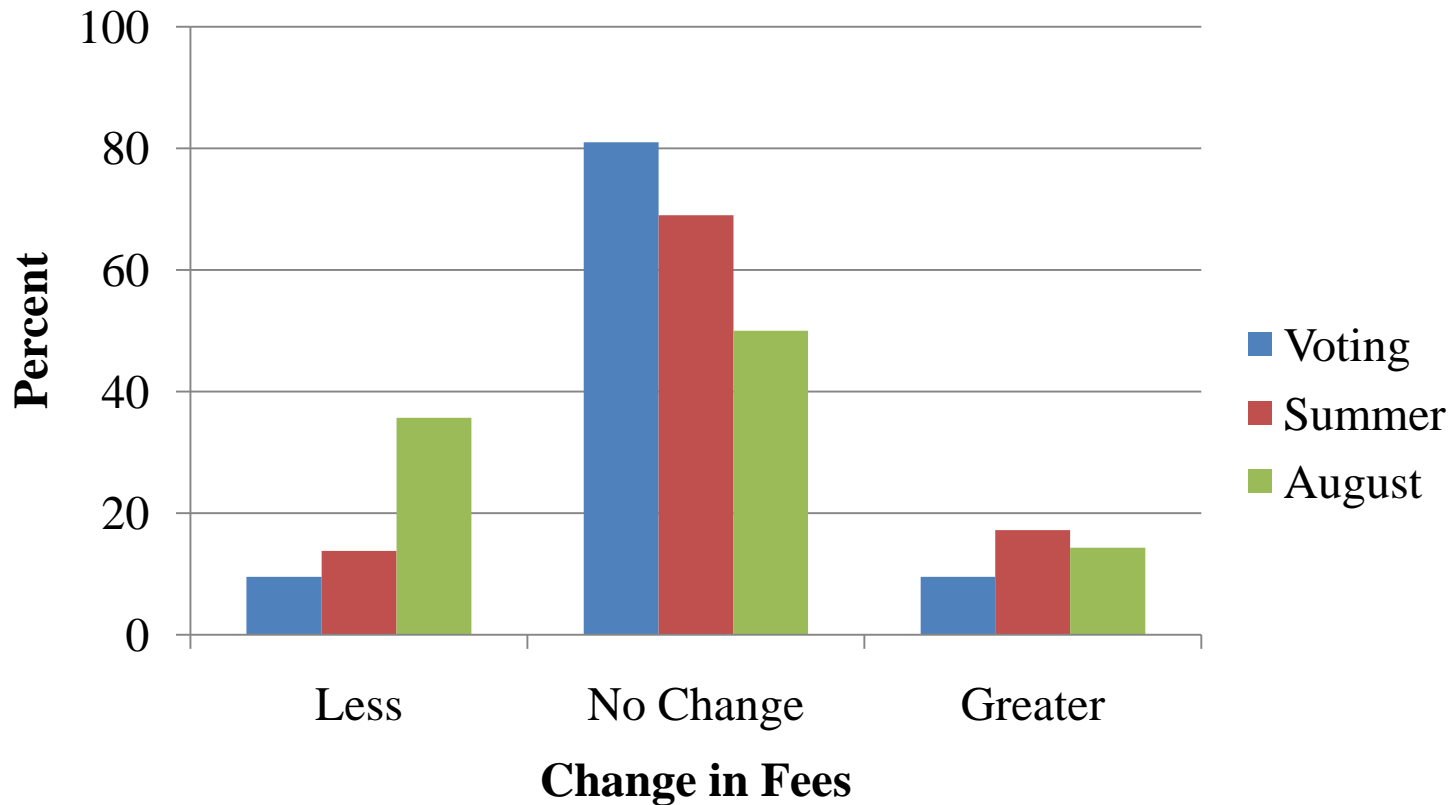
Membership Size Overall



Membership Fees



Membership Fees Overall



Findings - The Good & Bad

Good

- Satisfied with pool hours and season length
- Very Satisfied with:
 - Swimming pool
 - Poolside furniture
 - Grounds
- In general, baby pool satisfaction level is evenly distributed¹
- Satisfied with lap swimming options

Not So Good

- Critical of cleanliness
 - Bathhouse
 - Snack bar
- Not satisfied with:
 - Men & Women Changing areas
 - Snack bar menu, pricing & kitchen
- Room for Improvements:
 - Accessibility
 - Recycling

1. With the exception of location – proximity to main pool

Findings – New Additions

- Voting members strongly opposed to second pool
- Nonvoting members support baby pool improvements
- Split support for new 3 ft shallow area
- Insufficient support for new dive tank

Findings – Governance & Communications

- Satisfied with Board of Directors
- Communication mediums meet expectations, but room for improvement
 - Website
 - Email
 - Bulletin board

Findings – Membership

- Voting members don't want to change membership size or dues
- August members are eager to become members by expanding membership
- All membership categories prefer no change in dues or capital contribution