



## **Willowsford Conservancy 2021 Survey Results**

The Willowsford Conservancy conducted a survey of residents in Fall, 2021 to assess resident value associated with various components of the Conservancy and Farm. Capacity Partners has analyzed the results of the survey by the following summary.

The survey presents only a snapshot of opinions about the Conservancy and was conducted following a Covid-related pause in some operations. Nevertheless, it indicates residents are generally satisfied, especially in the Conservancy's trails, farm stand, and programming. These findings will be further explored through focus groups and additional research throughout 2022.

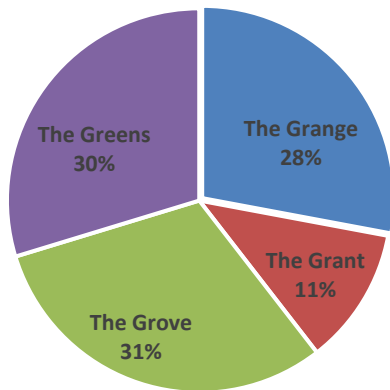
The following brief analysis illustrates the responses to each question and summarizes each of the final five questions which were open-ended comment sections addressing resident future interests.

A total of 1,089 residents responded to the survey. Questions 1 – 4 were answered by nearly all respondents. Starting with Question 5, 894 residents continued the survey. Open-ended questions 13 – 17 received between 500 and 600 responses.

## Question 1: In Which Willowsford Village Do You Live?

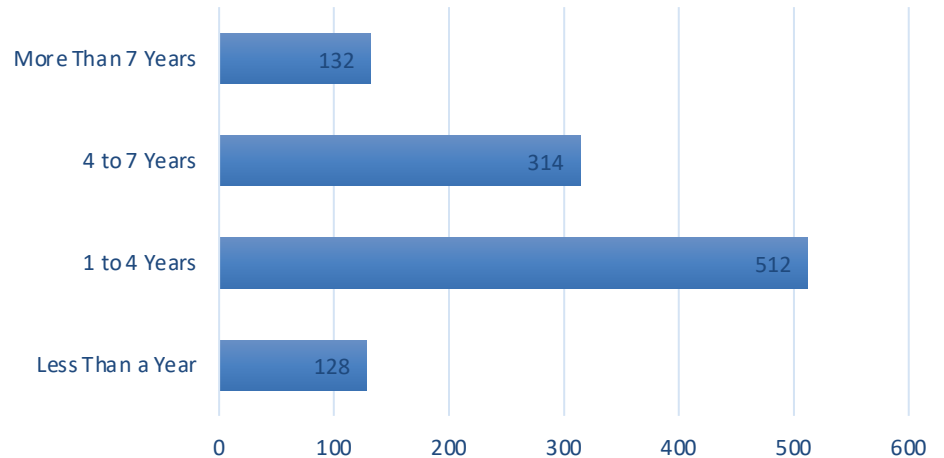
## Question 2: How Long Have You Lived in Willowsford?

In Which Willowsford Village Do You Live?



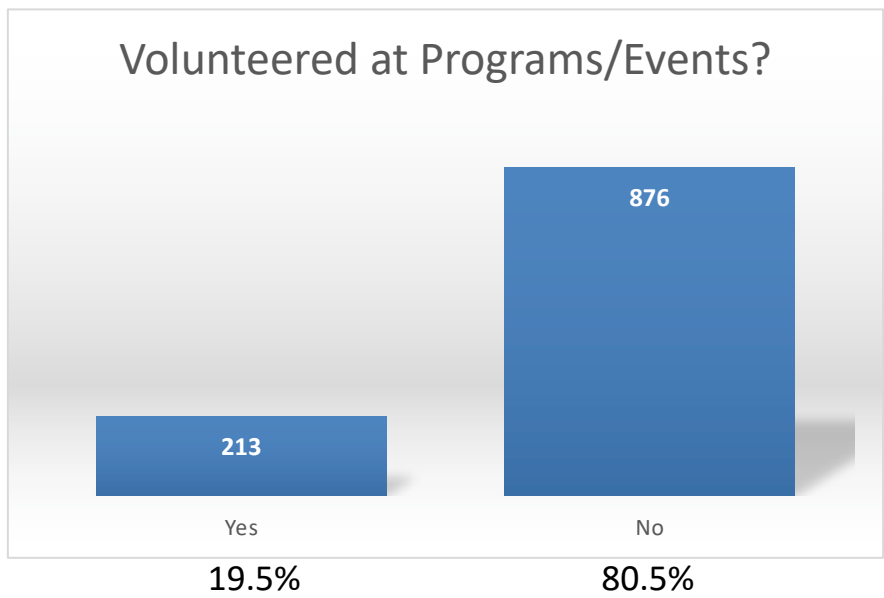
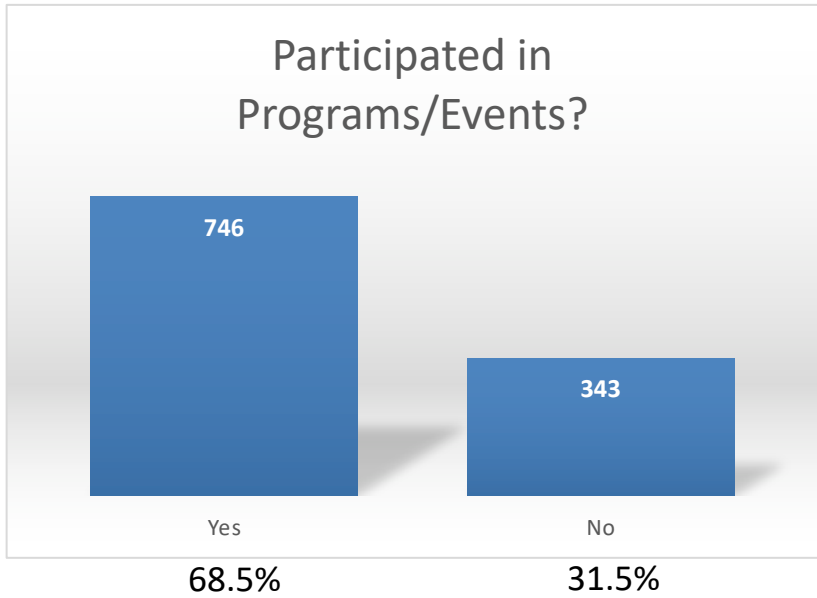
3 of the 4 villages were equally represented. Most respondents have lived in Willowsford between 1 and 7 years.

## How Long Have You Lived in Willowsford?



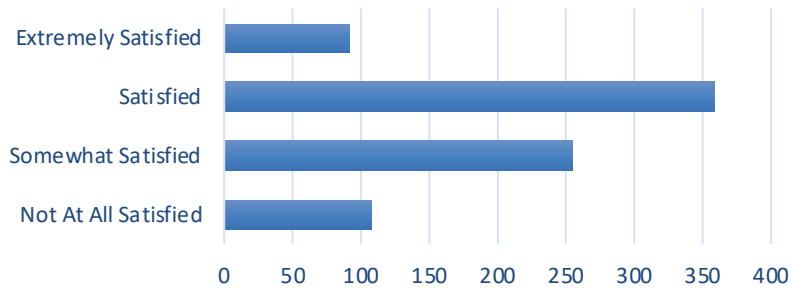
**Question 3: Have you or your family members participated in any Conservancy or Farm programs/events?**

**Question 4: Have you or your family members volunteered for any Conservancy or Farm programs/events?**

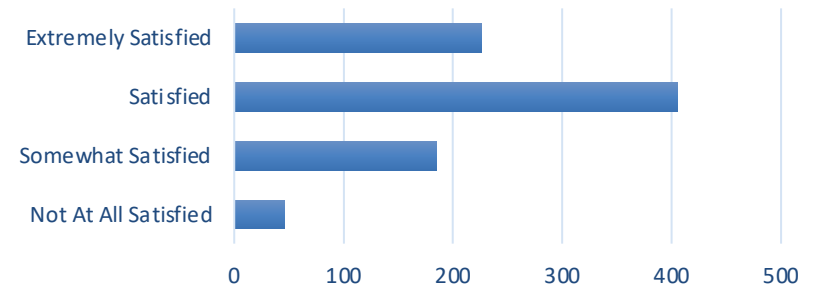


# Residents are generally satisfied with Conservancy Programs

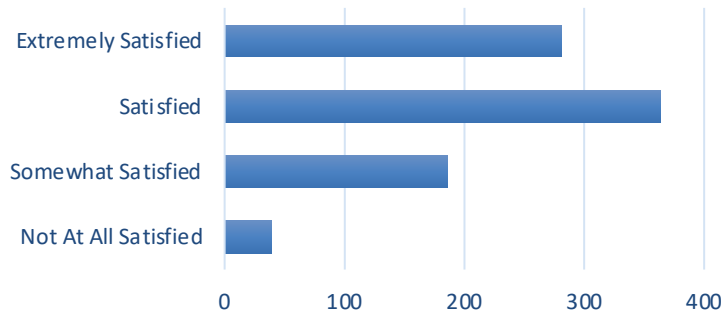
5. **Availability of Conservancy and Farm Programs/Events**



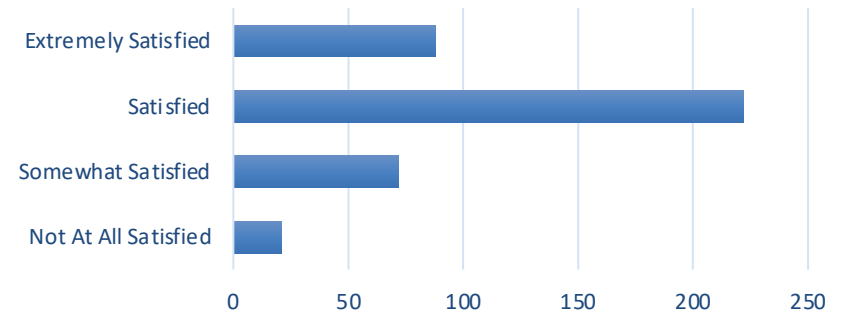
6. **Conservation of Wildlife and Natural Habitats**



7. **Conservancy Trails**

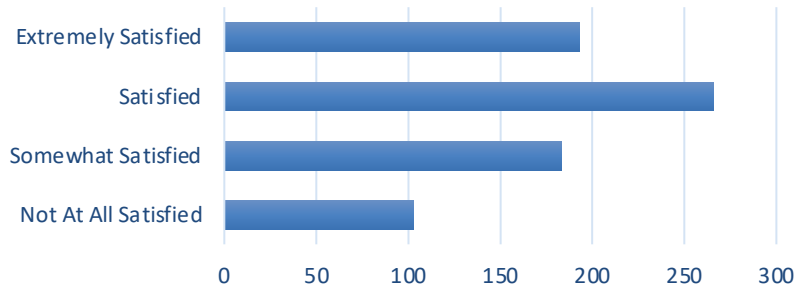


8. **Conservancy Campgrounds**

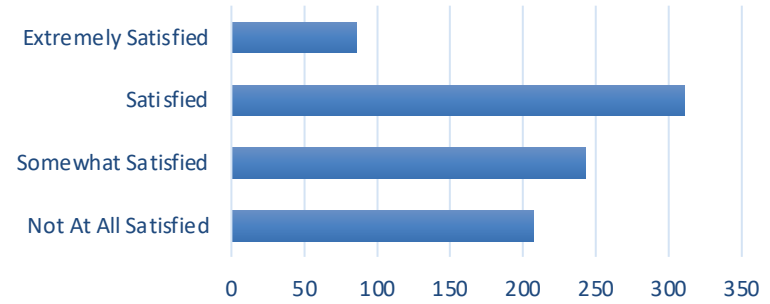


# Residents are satisfied with food and communications, less so with the monthly assessment

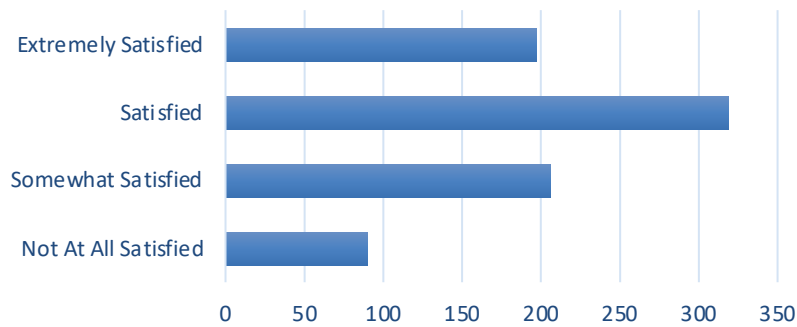
9. **Food Grown and Provided by The Farm**



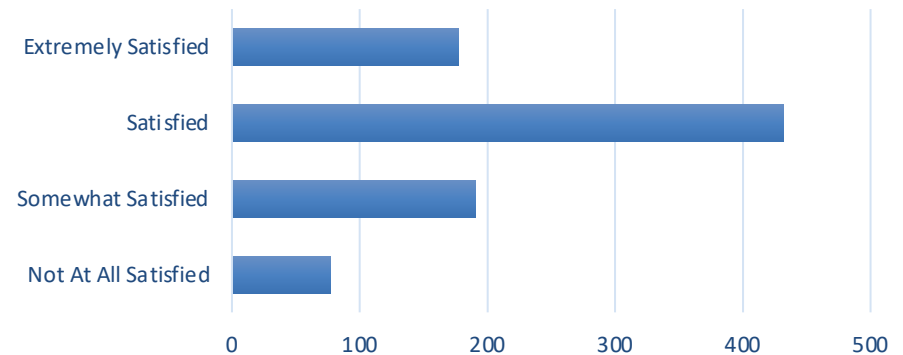
10. **Monthly Conservancy Assessment of \$40/Home**



11. **Real/Perceived Impact on Property Values**



12. **Communications to Residents**



# Satisfaction Quotient

## What Makes Residents Happy/Unhappy?

### The Highs ----

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Average percentage of responses “Satisfied” or “Extremely Satisfied” = 56%

Average percentage of responses “Extremely Satisfied” = 19%

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Highest “Satisfied” or “Extremely Satisfied” Program: Trails

Highest Two “Extremely Satisfied” Programs: Trails and Conservation

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# Satisfaction Quotient

## What Makes Residents Happy/Unhappy?

### The Lows ----

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Average percentage of responses as “Not At All Satisfied” or “Somewhat Satisfied” = 31%

Average percentage of responses as “Not At All Satisfied” = 10%

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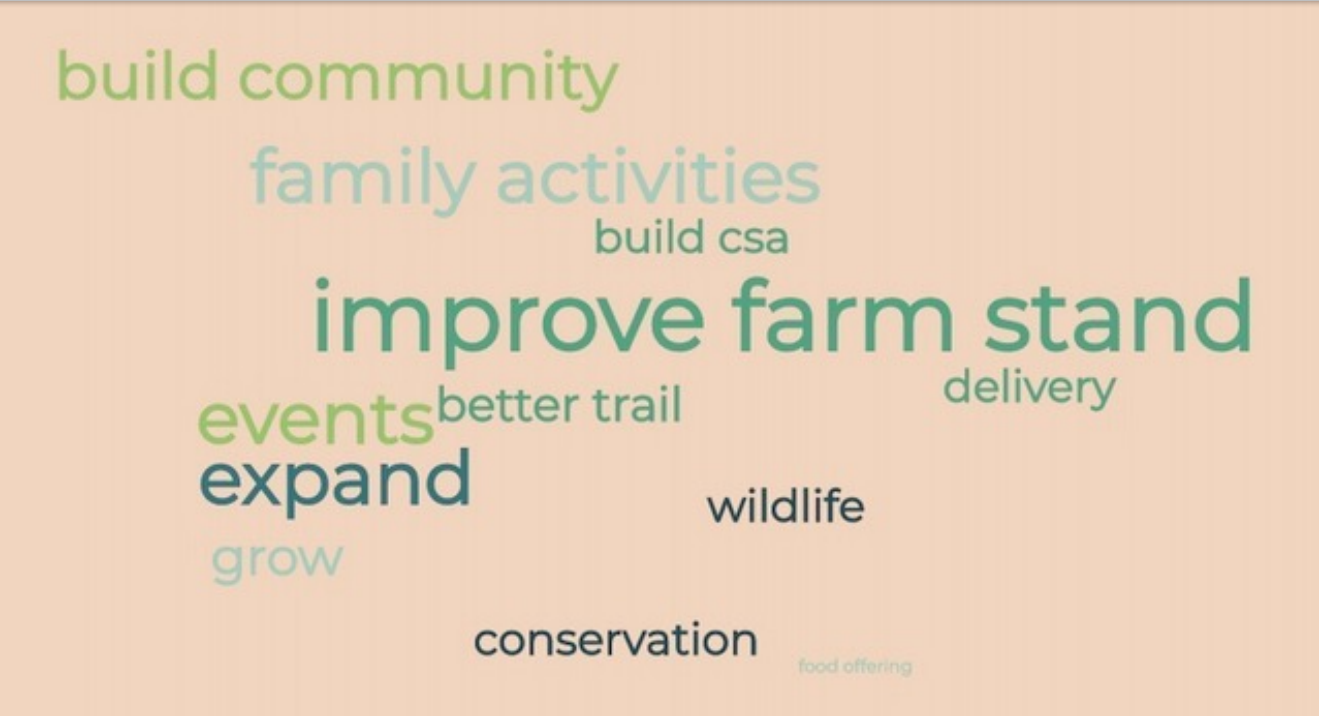
Highest “Not At All Satisfied” or “Somewhat Satisfied” = Monthly Assessment

Highest Two “Not At All Satisfied” Programs = Monthly Assessments and Events

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13. Please share your vision for the Farm by completing the following statement: "In the coming year, I hope Willowsford can...."

This word cloud presents the most commonly used terms as a representative summary of residents' interest as estimated from 625 responses. Overwhelming response: Reopen the Farm Stand, along with several other requests to improve the Farm Stand.







**15. In the coming years, I envision myself and my family getting involved with the Conservancy and Farm in the following ways.**

This word cloud presents the most commonly used terms as a representative summary of residents' interest, as estimated from 535 responses. Many answered they would like to volunteer, and several mentioned that they were volunteers already. "Buying" refers to purchasing food at the Farm Stand.





# 17. It would be nice if the Conservancy and/or Farm could provide...

This word cloud presents the most commonly used terms as a representative summary of residents' interest, as estimated from 483 responses. As before, mentioned often was the Farm Stand and activities for kids, along with many other ideas.

