2026 Willowsford Conservancy Community Survey

Detailed Results and Comment Analysis

September 2026

Willowsford Conservancy Community Advisory Committee

Foreword

On behalf of the Willowsford Conservancy Board of Trustees, I want to thank the residents who took the time to participate in our 2026 Community Survey. Your thoughtful responses, candid feedback, and ideas reflect the importance of the Conservancy to our community and reaffirm its vital role in making Willowsford a unique place to live. I also want to extend our sincere appreciation to the members of the Community Advisory Committee (CAC), whose leadership and efforts in developing this survey helped ensure that residents had a meaningful opportunity to share their perspectives. We are equally grateful to the Conservancy staff for their support throughout this process and for their ongoing dedication to serving our land and you, our community of residents and customers.

The survey comes at an important time as we prepare to develop the Conservancy's next five-year Strategic Plan for 2027–2031. The results provide valuable insight into what residents appreciate most, where they see opportunities for improvement, and what they believe should be our priorities moving forward. A central message is that residents place a very high value on the natural resources, trails, programs, and amenities and want the Conservancy to maintain and care for these assets. The responses tell us that the Farm and Farm Stand are valued by most residents, while also pointing out the importance of strengthening the Farm's financial sustainability, expanding its offerings, and increasing revenue generation.

We were particularly encouraged by the strong interest residents expressed in participating in focus groups and contributing further to the strategic planning process. The Board looks forward to partnering with residents, the CAC, and our staff as we explore these findings in greater depth and work together to shape the Conservancy's future. We recognize that residents hold a variety of perspectives, and we believe that continued engagement and open dialogue will strengthen our planning process. We appreciate the community's engagement and look forward to translating what we have learned from the survey into thoughtful decisions and clear priorities that will guide the Conservancy in the years ahead.

Charles W. Graybeal
Chair, Board of Trustees
Willowsford Conservancy

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Introduction

The 2026 Willowsford Conservancy Community Survey was undertaken to give residents a meaningful opportunity to help inform the future direction of the Willowsford Conservancy and Farm. Developed through the Community Advisory Committee (CAC), the survey asked residents about their experiences, priorities and preferences related to programs, amenities, land stewardship, the Farm and future strategic priorities.

The survey followed the Conservancy's 2021 community survey and came after several significant organizational developments, including achieving 501(c)(3) charitable nonprofit status, strengthening the Board of Trustees and staff team, improving safety and operations, and expanding conservation, education, volunteer and food-access programs. Respondents were asked to answer based on their experiences and observations as Willowsford residents over the prior three years.

The survey contained approximately 20 substantive questions and was designed to take 10-15 minutes. A total of 489 people started the survey and 428 completed it, an 87.5% completion rate; QuestionPro reported an average completion time of 11 minutes. Question-level response counts vary because some questions were optional, some allowed multiple selections, and some participants did not complete every question.

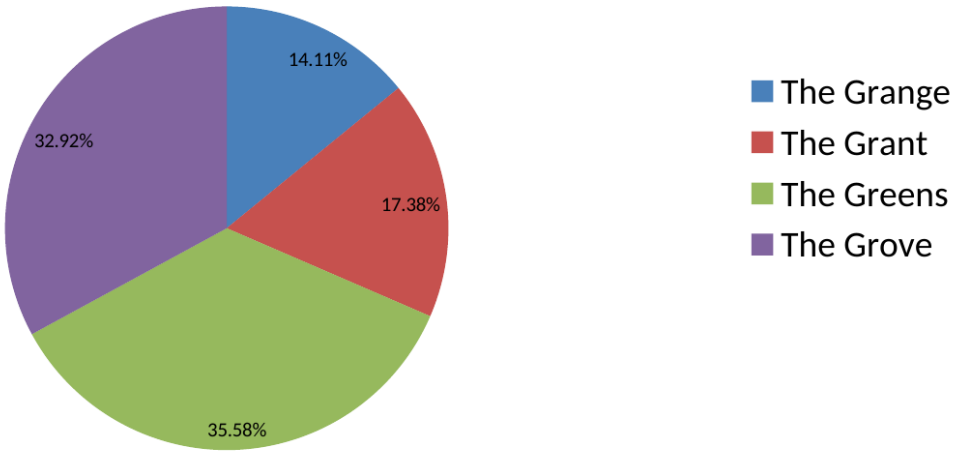
The survey also made a specific confidentiality commitment: responses would be used exclusively to inform Conservancy and Farm planning and programming, and individual responses would remain confidential and would not be shared with organizations outside the Conservancy. Consistent with that commitment, this report presents open-ended feedback only in aggregate. It does not reproduce individual comments or personally identifying information.

This report presents the quantitative results question by question, pairs each question with a summary of any written feedback associated with it, and concludes with a synthesis of the principal findings. The purpose is to provide a transparent account of what survey respondents told the Conservancy and to create a durable baseline for future planning and measurement.

Detailed Survey Results

Each question page reproduces the QuestionPro result and adds an aggregate summary of any written feedback.

1) In which Willowsford Village do you live?

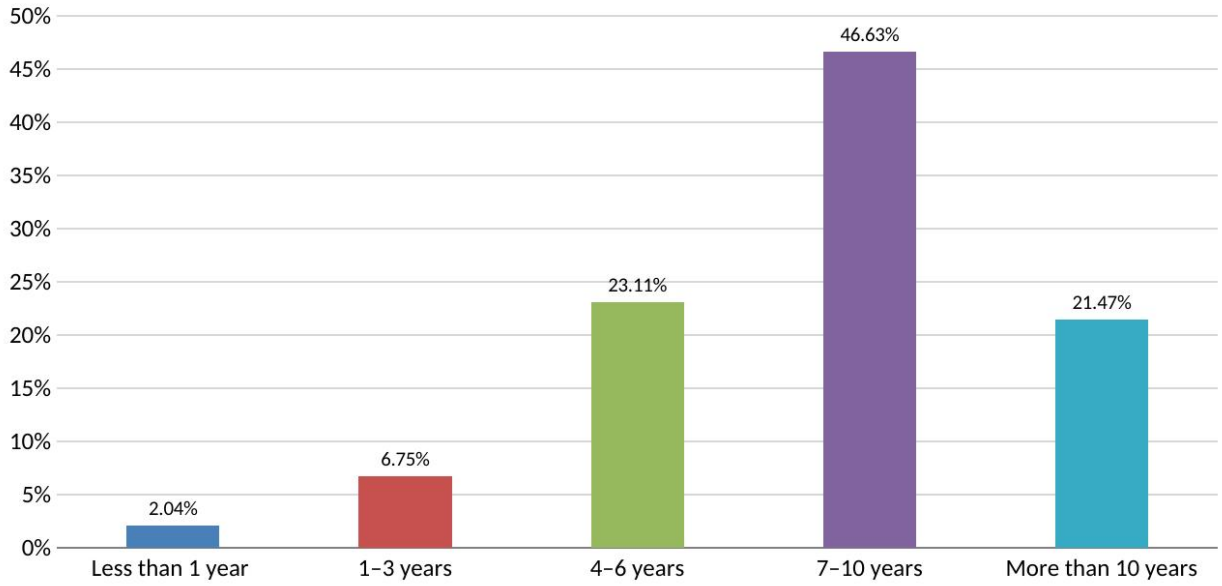


Mean : 2.873 | Confidence Interval @ 95% : [2.782 - 2.964] | Standard Deviation : 1.026 | Standard Error : 0.046

QuestionPro

Comment Summary: No open-ended comment field accompanied this question.

2) How long have you lived in Willowsford?

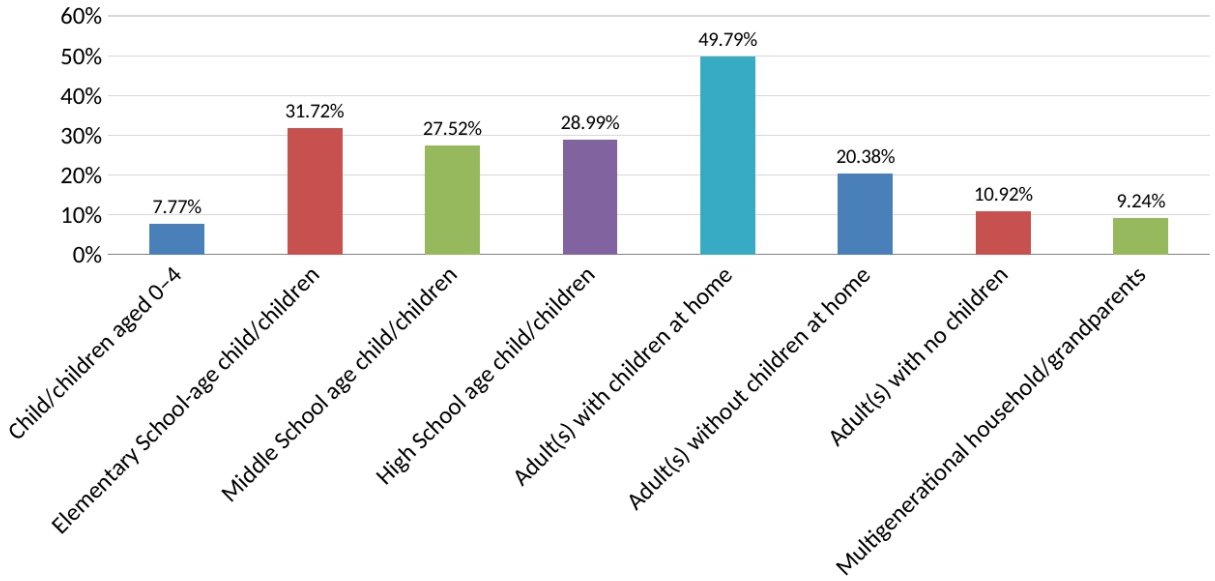


Mean : 3.787 | Confidence Interval @ 95% : [3.705 - 3.869] | Standard Deviation : 0.925 | Standard Error : 0.042

QuestionPro

Comment Summary: No open-ended comment field accompanied this question.

3) (Optional) Which groups are represented in your household? (Select all that apply)

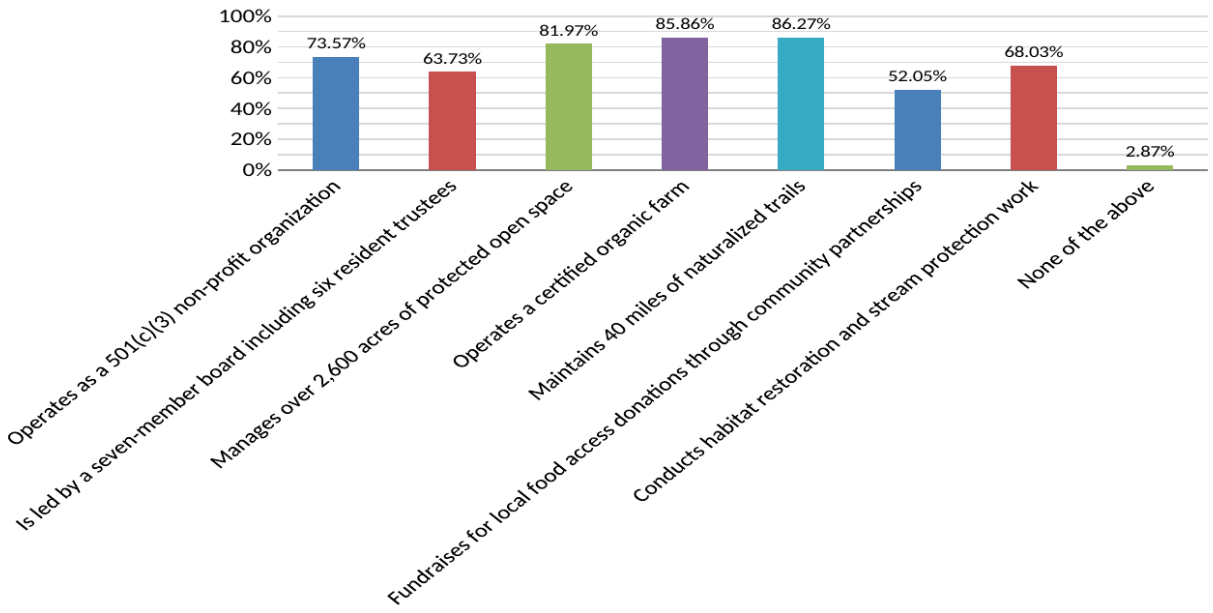


Mean : 4.247 | Confidence Interval @ 95% : [4.130 - 4.364] | Standard Deviation : 1.781 | Standard Error : 0.060

QuestionPro

Comment Summary: No open-ended comment field accompanied this question.

4) We're interested in gauging residents' awareness about the Conservancy's governance and operations. Prior to this survey, which fact(s) about the Conservancy were you aware of? (Select all that apply)

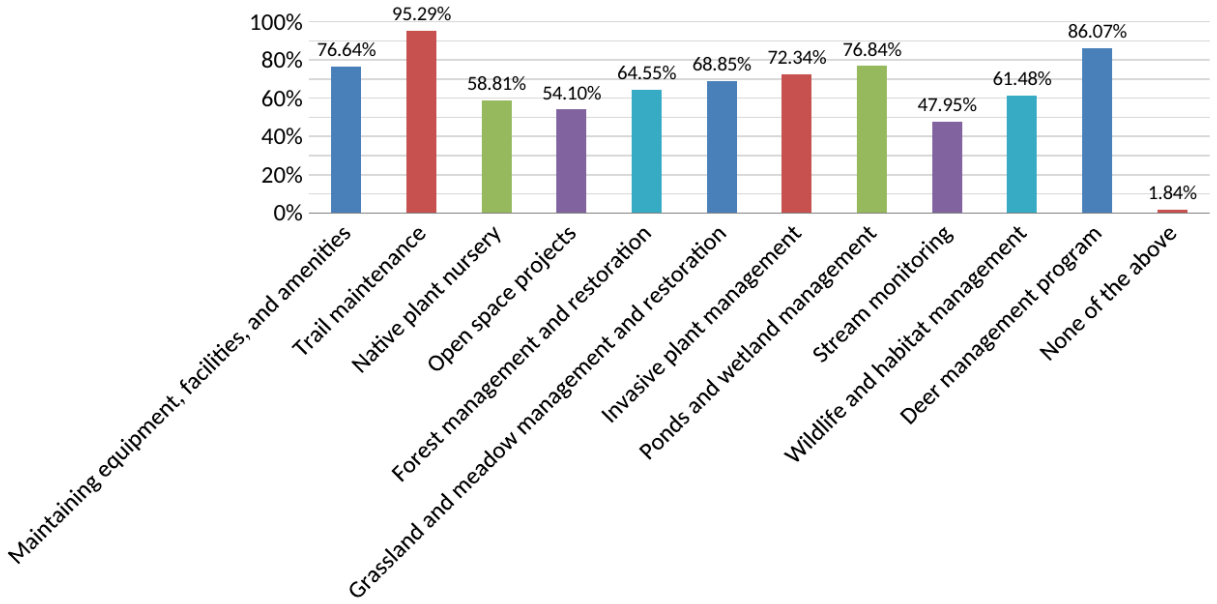


Mean : 3.953 | Confidence Interval @ 95% : [3.877 - 4.029] | Standard Deviation : 1.948 | Standard Error : 0.039

QuestionPro

Comment Summary: No open-ended comment field accompanied this question.

5) Before taking this survey, which of the following Land Stewardship activities were you aware the Conservancy performs? (Select all that apply)



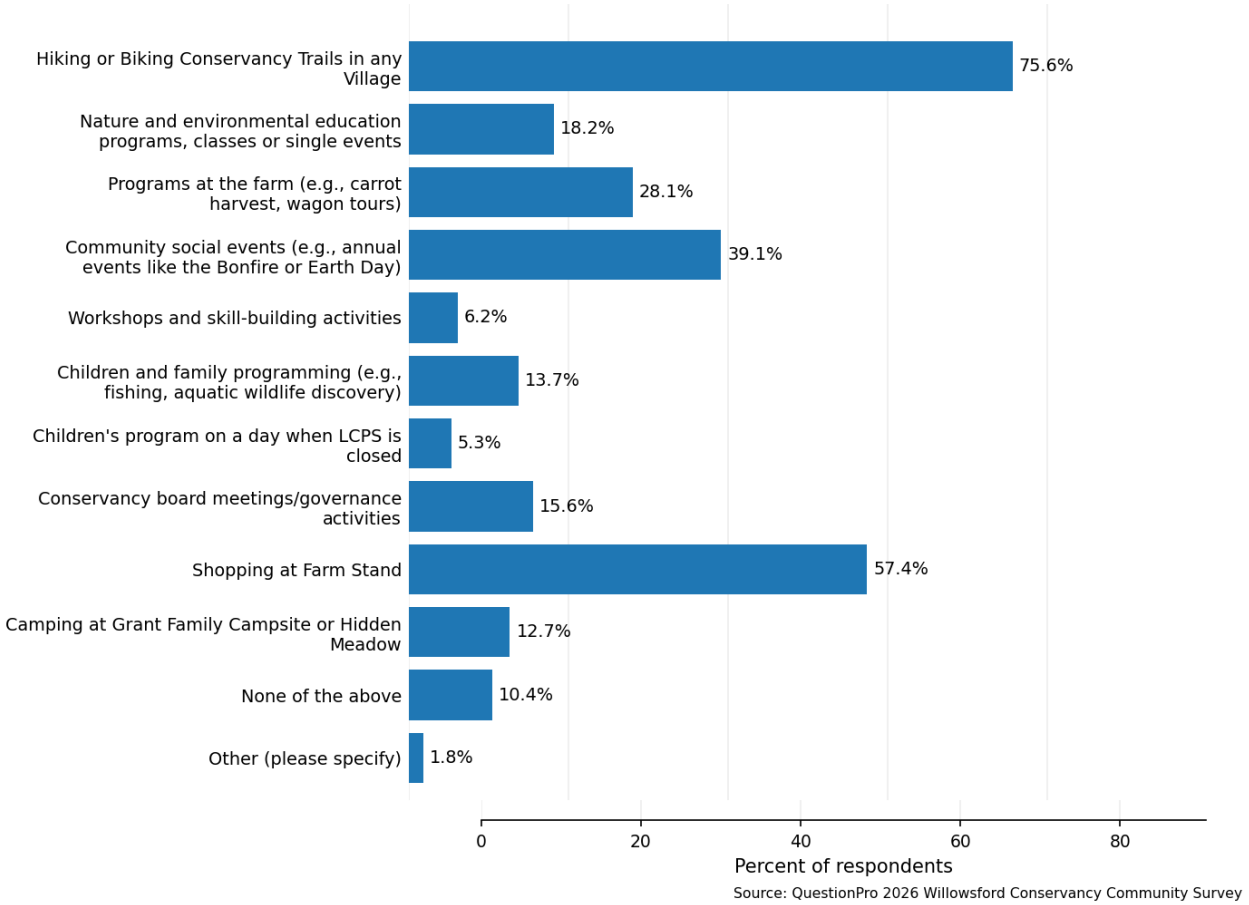
Mean : 5.926 | Confidence Interval @ 95% : [5.821 - 6.032] | Standard Deviation : 3.287 | Standard Error : 0.054

QuestionPro

Comment Summary: No open-ended comment field accompanied this question.

6) Which Conservancy programs or activities have you or members of your household participated in during the last 3 years?

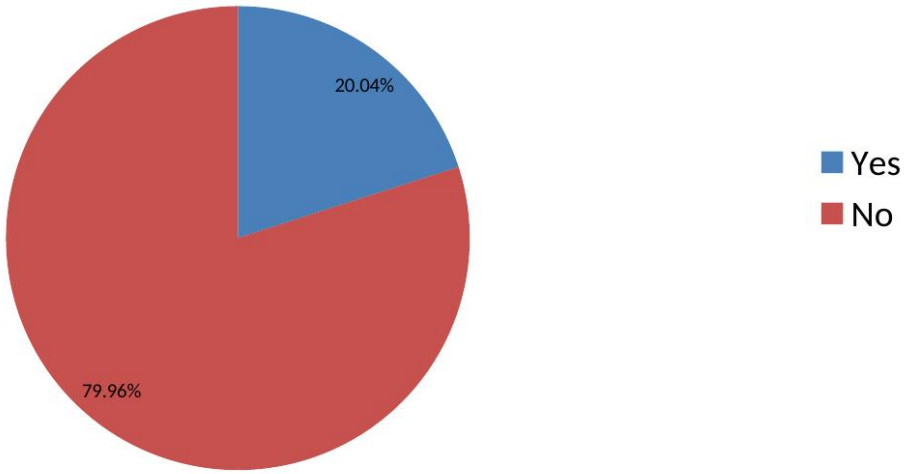
n = 488; multiple selections allowed



Source: QuestionPro 2026 Willowsford Conservancy Community Survey

Comment Summary: 9 of 488 respondents (1.8%) used “Other.” Seven respondents (1.4% of all Q6 respondents) named additional or more specific activities, principally deer management (3; 0.6%) and volunteering/clean-up activities (4; 0.8%). One respondent cited age/health limitations. No new broad participation category emerged.

7. Have you or members of your household volunteered with the Conservancy during the last 3 years?

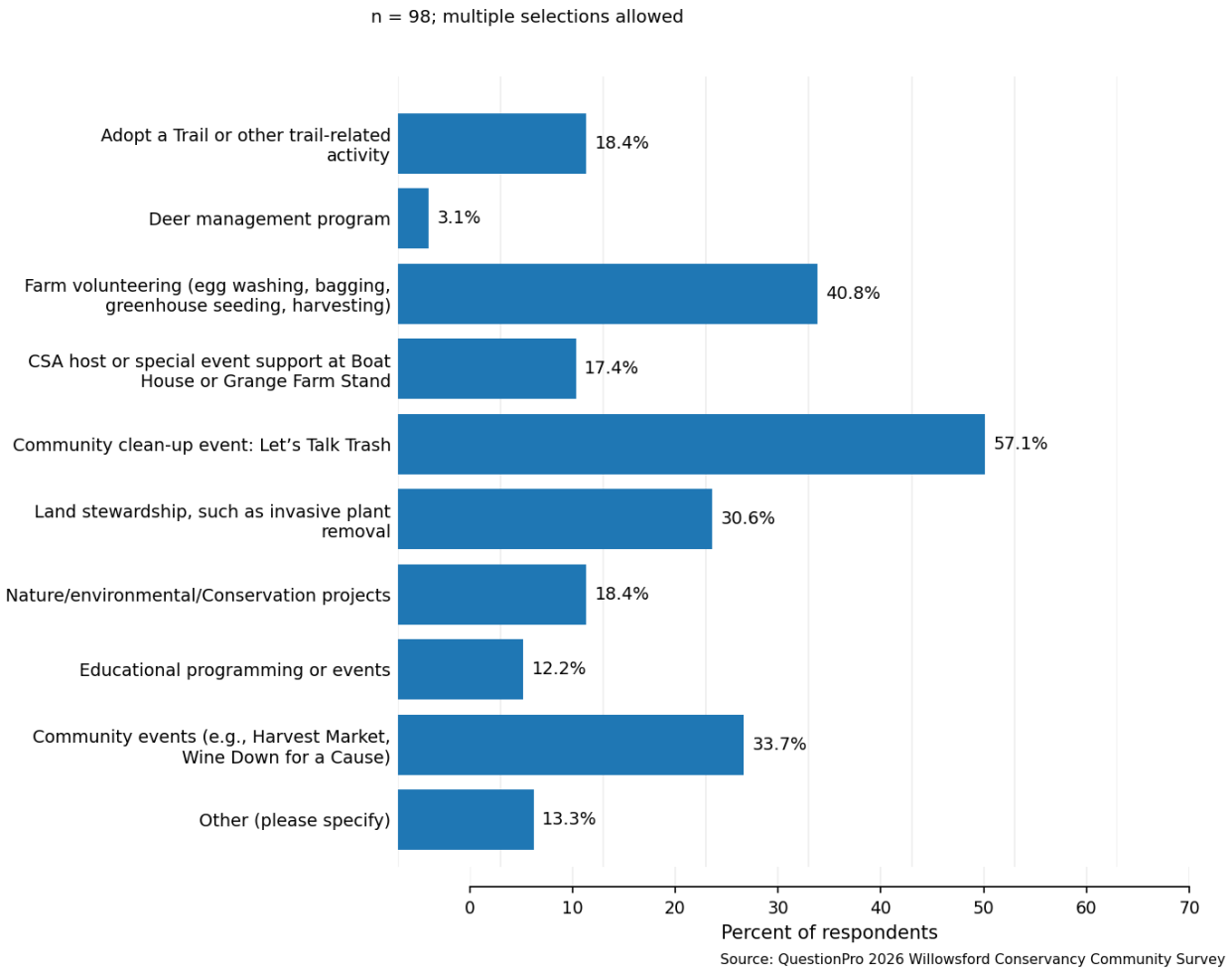


Mean : 1.800 | Confidence Interval @ 95% : [1.764 - 1.835] | Standard Deviation : 0.401 | Standard Error : 0.018

QuestionPro

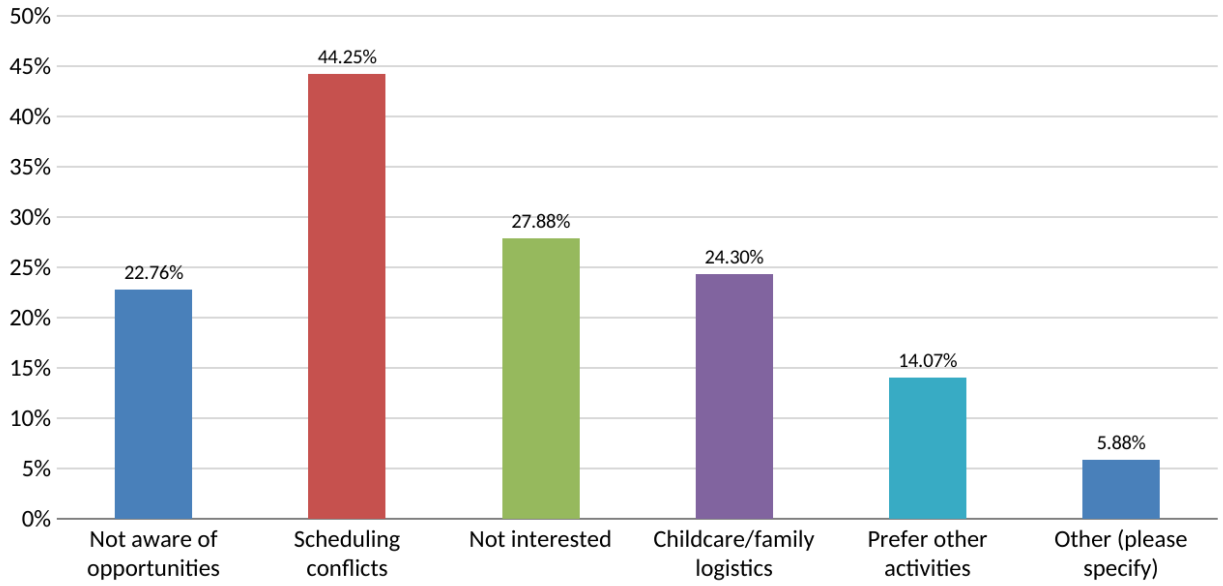
Comment Summary: No open-ended comment field accompanied this question.

7a) Which Conservancy activities have you or members of your household volunteered for during the last 3 years?



Comment Summary: 13 of 98 respondents (13.3%) used "Other." Five (5.1% of all Q7a respondents) described additional stewardship or clean-up work, 4 (4.1%) described Board/CAC/governance or advocacy service, 2 (2.0%) cited Scrape for Grape, and 1 (1.0%) cited deer management. The comments mainly broadened the examples of volunteering already captured by the question.

7b) If you have not volunteered in the past, what are the primary reasons?(Select up to 2)

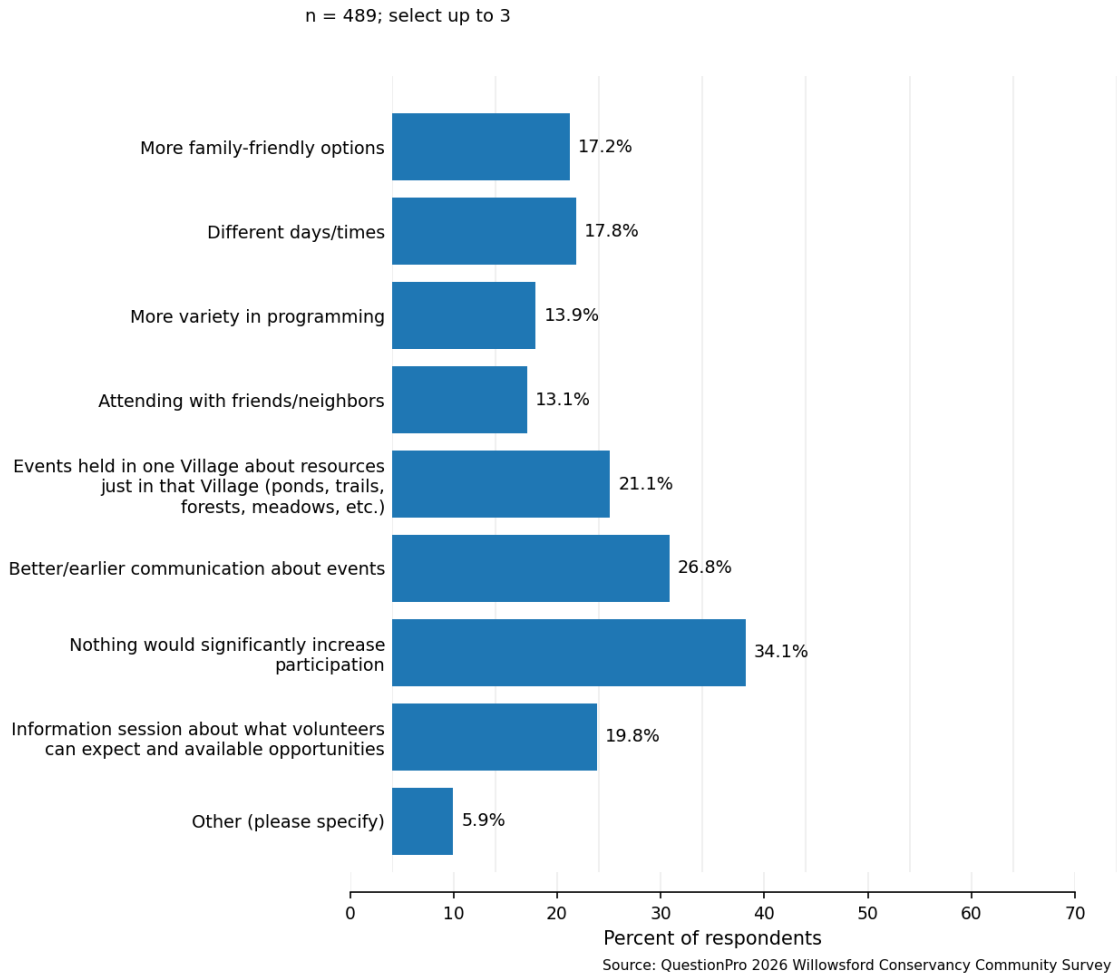


Mean : 2.858 | Confidence Interval @ 95% : [2.742 - 2.975] | Standard Deviation : 1.384 | Standard Error : 0.059

QuestionPro

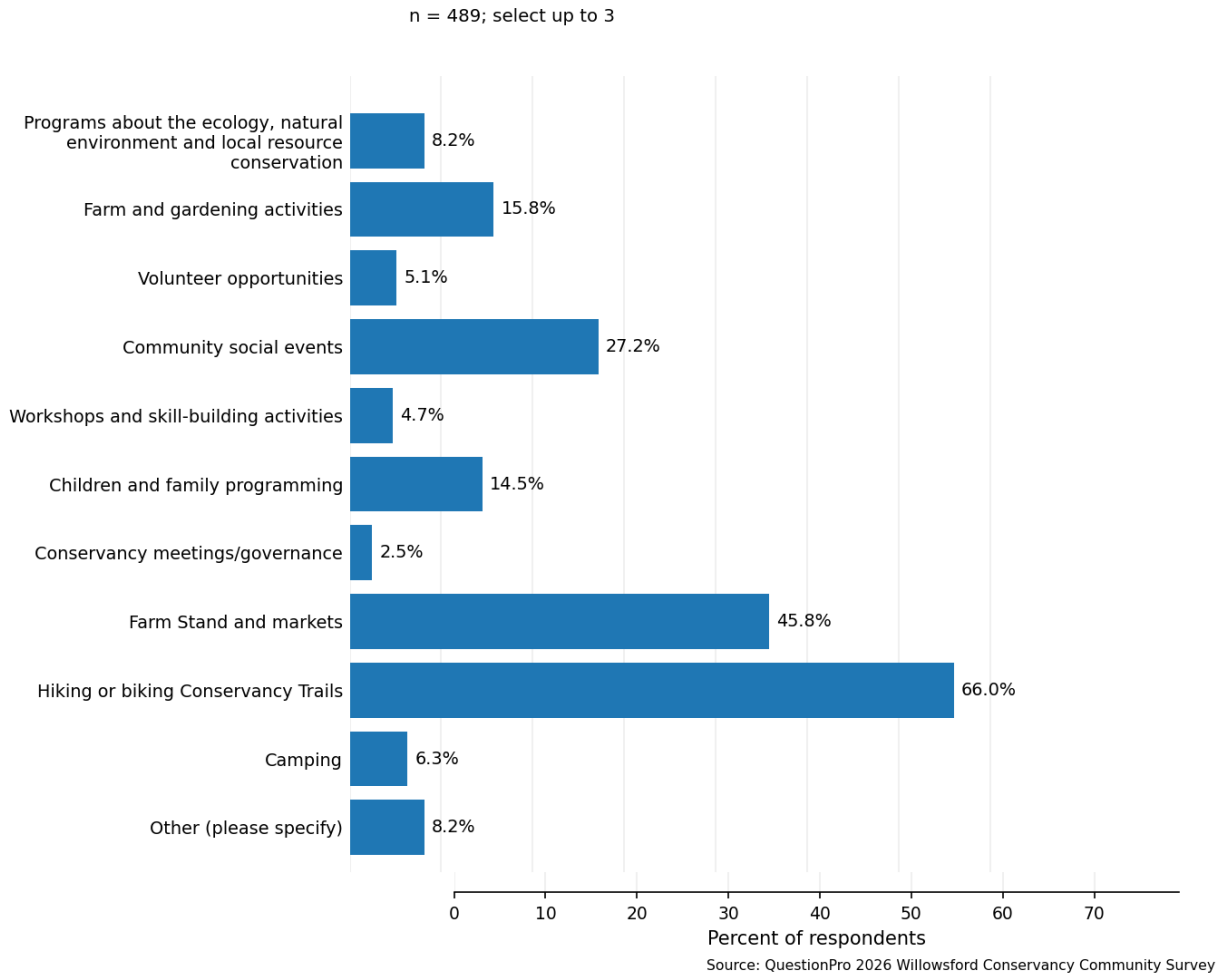
Comment Summary: 23 of 391 respondents (5.9%) used “Other.” The most common additional reasons were age/health/caregiving (6; 1.5% of all Q7b respondents), being new or still acclimating (5; 1.3%), and time, travel or other volunteer commitments (5; 1.3%). Smaller numbers cited unclear opportunities, prior negative experiences, or high-school volunteer partnerships.

8) What would increase your likelihood of attending or volunteering at Conservancy events?



Comment Summary: 29 of 489 respondents (5.9%) used “Other.” Time, life-stage or physical constraints appeared in 8 comments (1.6% of all Q8 respondents); trust, financial or organizational concerns in 7 (1.4%); tailored opportunities for teens, homeschoolers, special-needs families or older adults in 5 (1.0%); and clearer volunteer information or follow-up in 4 (0.8%). Themes can overlap.

9) Which programs has your household valued or enjoyed the most?



Comment Summary: 40 of 489 respondents (8.2%) used “Other.” Twenty-five respondents (5.1% of all Q9 respondents) effectively said none/not applicable/no participation. Eleven (2.2%) named specific activities such as deer management, fishing, walking paths, fireworks or the bonfire. Four (0.8%) explicitly characterized Conservancy programming as a poor use of funds.

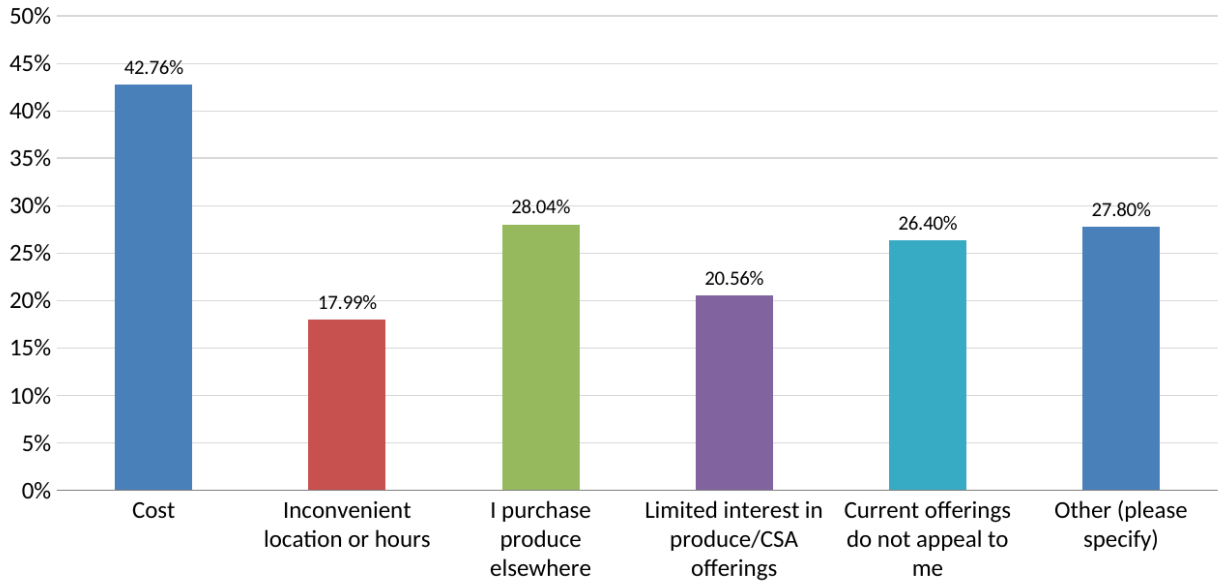
10) How would you prefer to engage with the Farm Stand or CSA in the future?(Select all that apply)

Mean : 2.698 | Confidence Interval @ 95% : [2.595 - 2.801] | Standard Deviation : 1.513 | Standard Error : 0.053

QuestionPro

Comment Summary: No open-ended comment field accompanied this question.

10a) If you do not participate/plan to participate in the Farm Stand or CSA, why not?(Select up to 3) (If you participate, note that under Other)

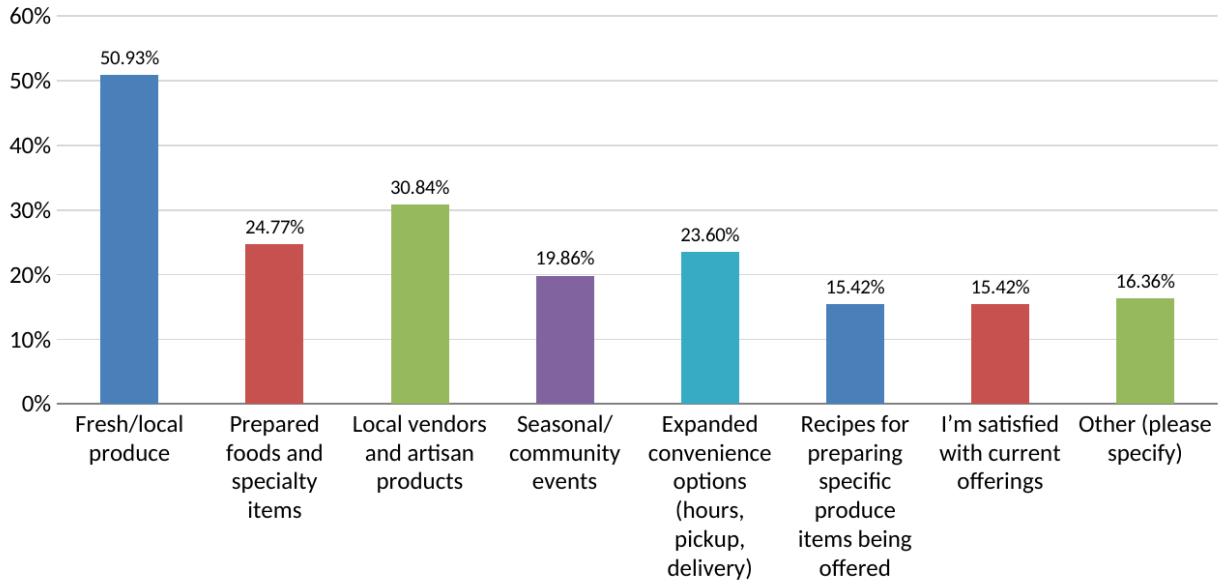


Mean : 3.326 | Confidence Interval @ 95% : [3.190 - 3.461] | Standard Deviation : 1.832 | Standard Error : 0.069

QuestionPro

Comment Summary: 119 of 428 respondents (27.8%) used “Other,” in large part because the question instructed current participants to do so. Sixty-two respondents (14.5% of all Q10a respondents) explicitly said they currently participate or plan to participate. Among the remaining comments, recurring barriers included product fit/quality/quantity (12; 2.8%), information or sign-up issues (7; 1.6%), convenience/travel (6; 1.4%), and price/value concerns (6; 1.4%).

11) What would you most like to see more of at the Farm Stand?(Select up to 3)

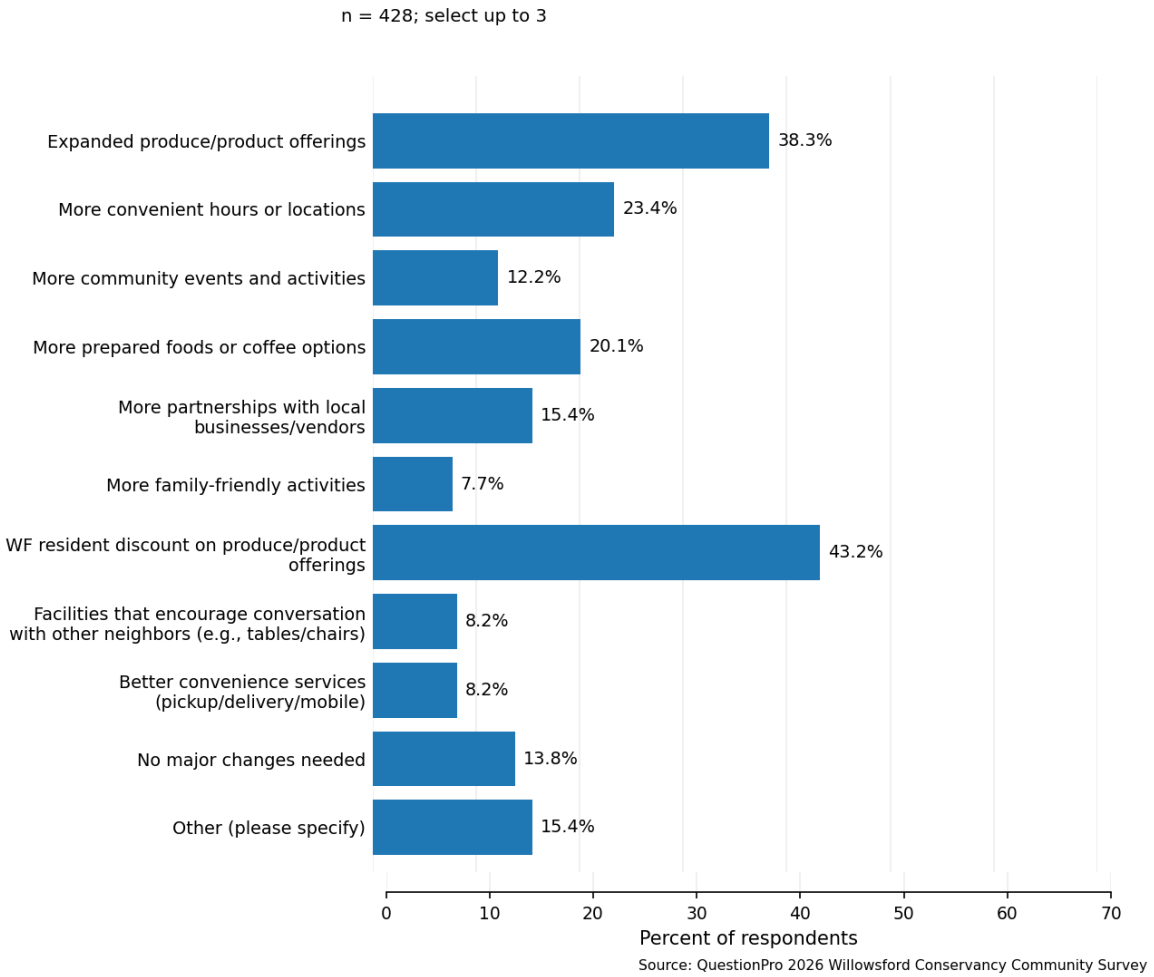


Mean : 3.660 | Confidence Interval @ 95% : [3.504 - 3.816] | Standard Deviation : 2.310 | Standard Error : 0.080

QuestionPro

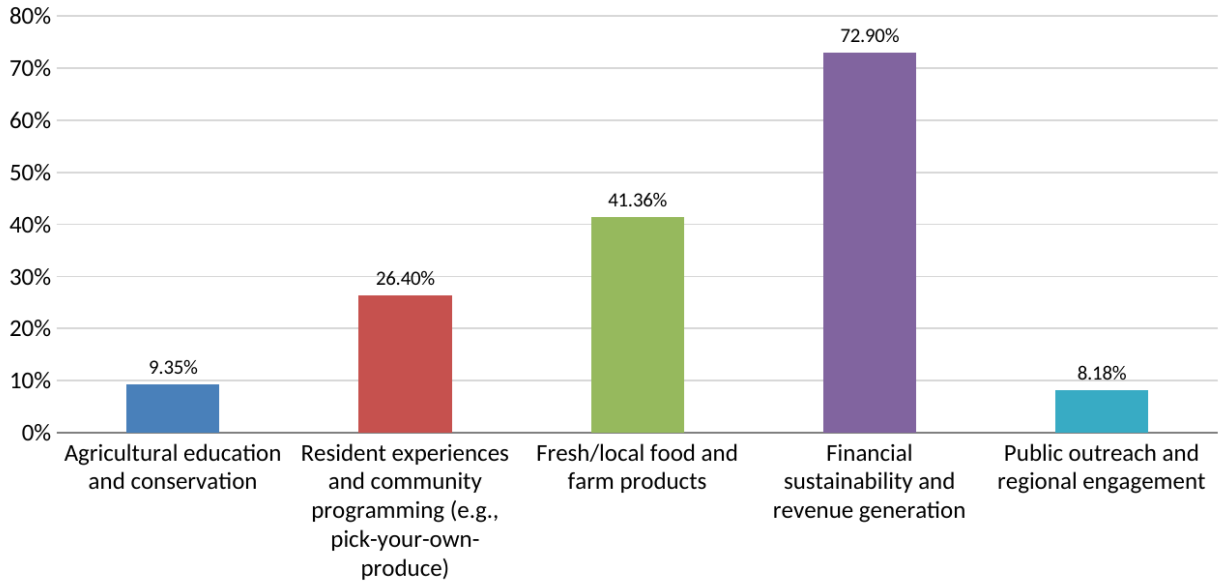
Comment Summary: 70 of 428 respondents (16.4%) used "Other." Pricing, resident assessment support or Farm financial-model concerns appeared in 27 comments (6.3% of all Q11 respondents); requests for different, more usable or more local products appeared in 18 (4.2%). Eleven respondents (2.6% overall; 15.7% of the "Other" comment pool) explicitly preferred closing or eliminating the Farm or Farm Stand. Themes can overlap.

12) What changes would most improve the Farm experience for your household?



Comment Summary: 66 of 428 respondents (15.4%) used “Other.” Cost, resident assessment support, efficiency or self-sustainability appeared in 21 comments (4.9% of all Q12 respondents); specific product, access or experience changes in 16 (3.7%). Sixteen respondents (3.7% overall; 24.2% of the “Other” comment pool) explicitly or conditionally preferred ending Farm operations. Themes can overlap.

13) Which areas should be the Farm's highest priorities over the next 5 years?(Select up to 2)

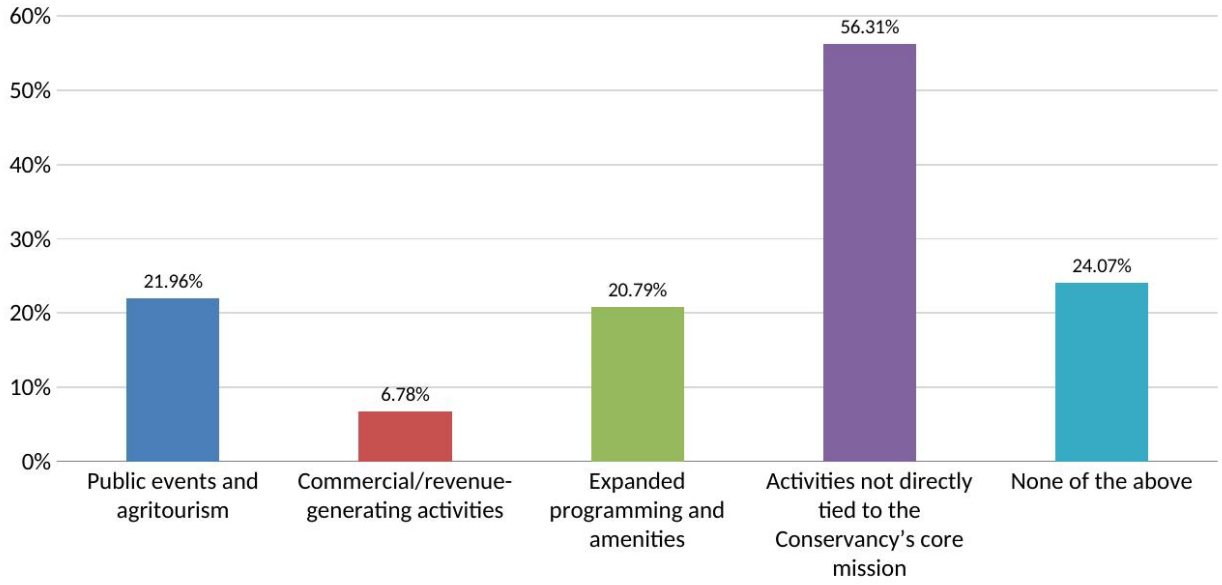


Mean : 3.279 | Confidence Interval @ 95% : [3.204 - 3.354] | Standard Deviation : 0.997 | Standard Error : 0.038

QuestionPro

Comment Summary: No open-ended comment field accompanied this question.

14) Which activities do you believe should receive less emphasis from the Conservancy?(Select up to 2)

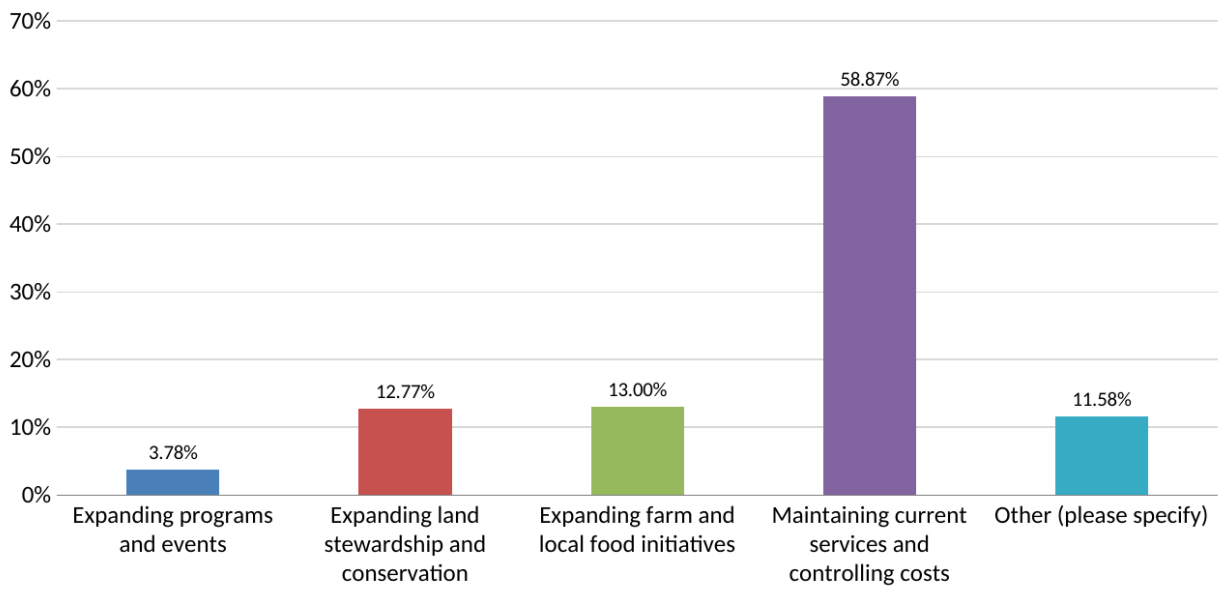


Mean : 3.414 | Confidence Interval @ 95% : [3.304 - 3.523] | Standard Deviation : 1.317 | Standard Error : 0.056

QuestionPro

Comment Summary: No open-ended comment field accompanied this question.

15) If additional resources were available, what should the Conservancy prioritize? (Select one):

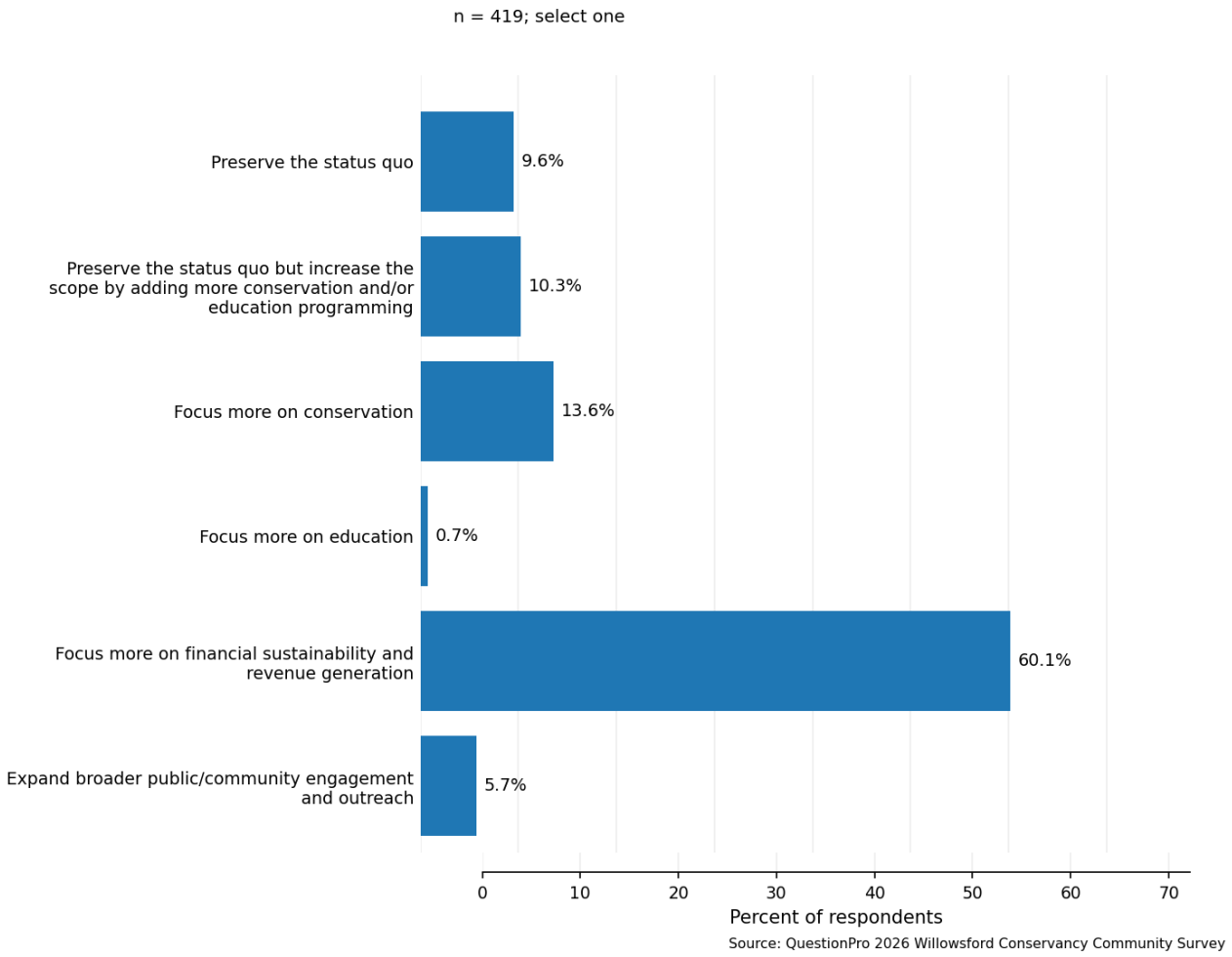


Mean : 3.617 | Confidence Interval @ 95% : [3.524 - 3.710] | Standard Deviation : 0.976 | Standard Error : 0.047

QuestionPro

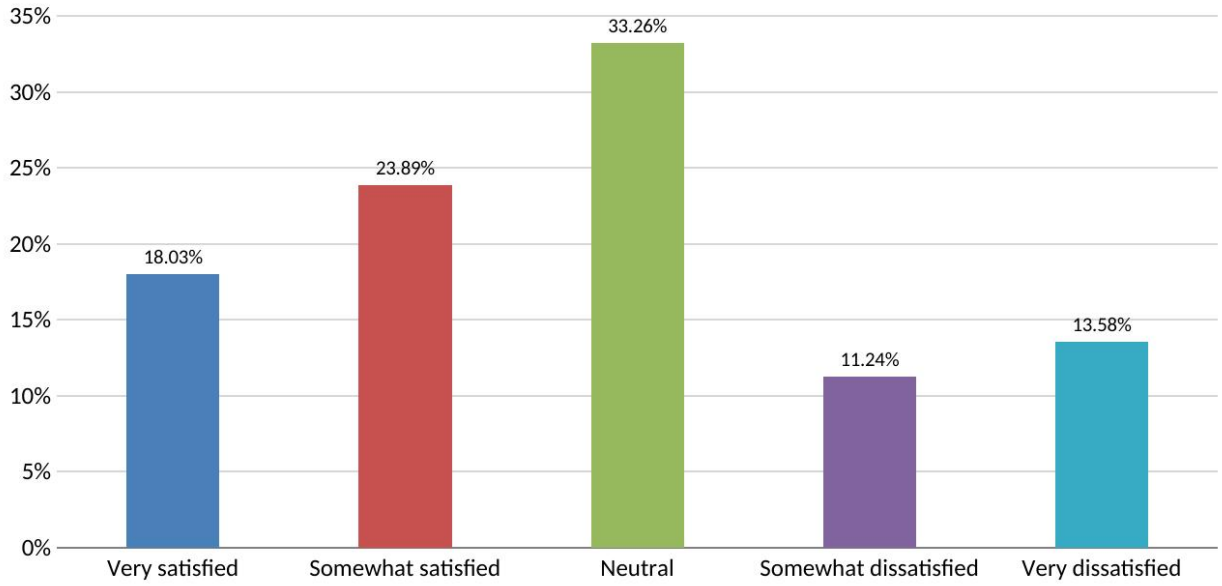
Comment Summary: 49 of 423 respondents (11.6%) used “Other.” Financial self-sufficiency, cost control, fee reduction or added revenue appeared in 27 comments (6.4% of all Q15 respondents); trails, open space, vegetation, ponds or other stewardship/maintenance in 18 (4.3%). Six respondents (1.4%) explicitly advocated closing or selling the Farm. Themes can overlap.

16) Overall, which direction would you most like the Conservancy to emphasize in the future?



Comment Summary: No open-ended comment field accompanied this question.

17) Overall, how satisfied are you with the Conservancy's current programs, events, and amenities?

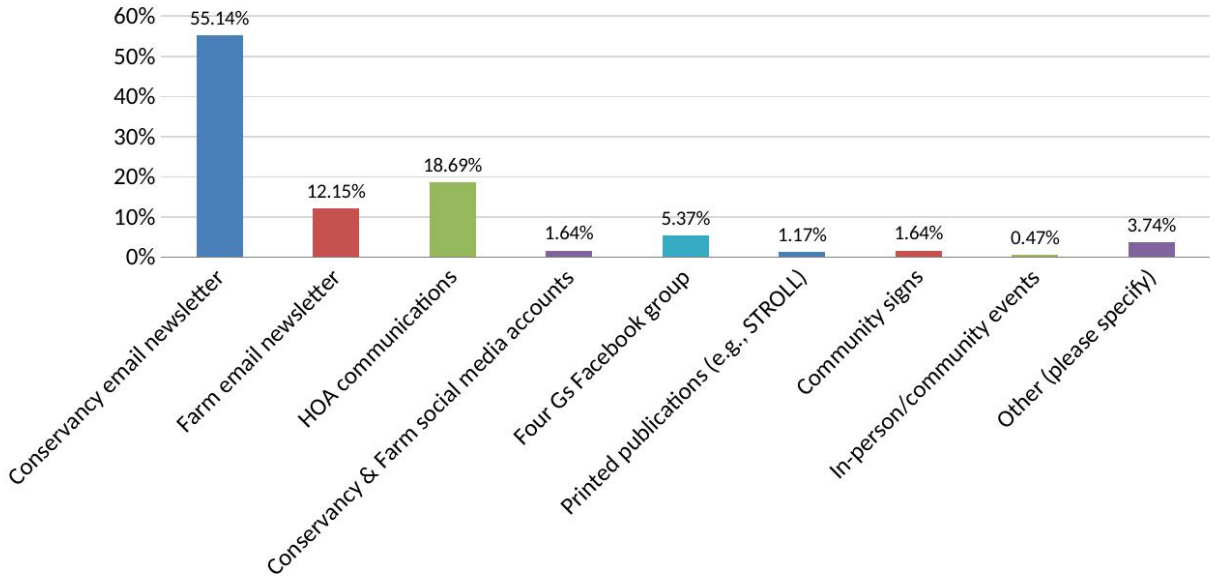


Mean : 2.785 | Confidence Interval @ 95% : [2.666 - 2.904] | Standard Deviation : 1.254 | Standard Error : 0.061

QuestionPro

Comment Summary: No open-ended comment field accompanied this question.

18) What is your preferred way to receive information from the Conservancy?(Select one)

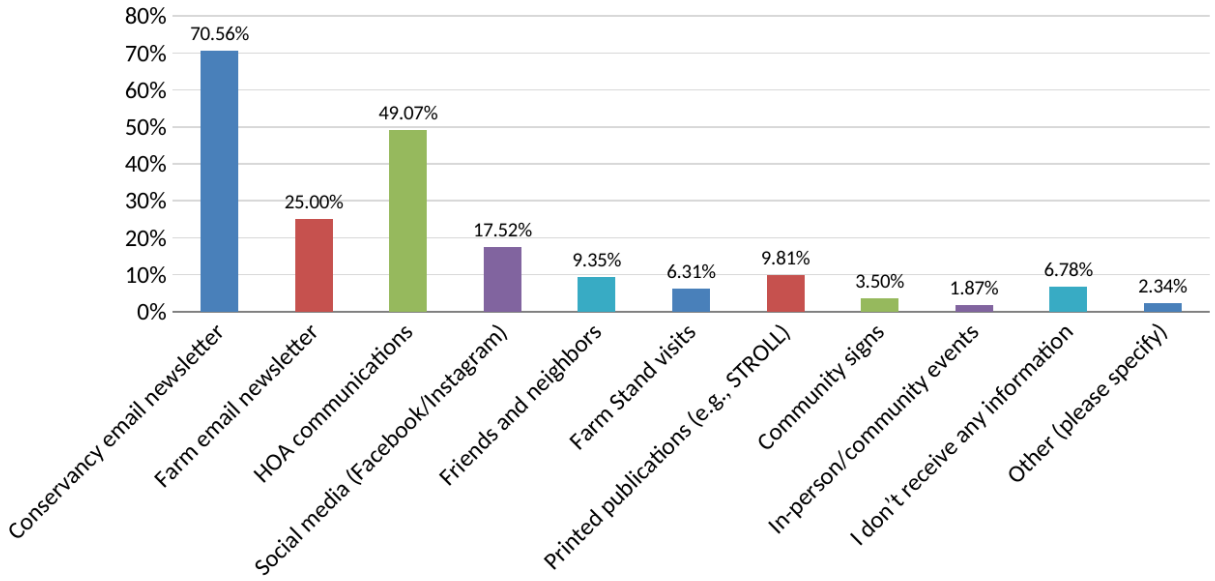


Mean : 2.248 | Confidence Interval @ 95% : [2.062 - 2.433] | Standard Deviation : 1.957 | Standard Error : 0.095

QuestionPro

Comment Summary: 16 of 428 respondents (3.7%) used “Other.” Nine respondents (2.1% of all Q18 respondents) favored email or better integration/one-stop access to information; 7 (1.6%) suggested supplemental channels such as calendars, text, mail, social media or in-person meetings. Two respondents (0.5%) said they did not want or need Conservancy information. Categories can overlap.

19) How do you typically learn about Conservancy programs, events, and volunteer opportunities? (Select all that apply)



Mean : 3.114 | Confidence Interval @ 95% : [2.951 - 3.278] | Standard Deviation : 2.448 | Standard Error : 0.083

QuestionPro

Comment Summary: 10 of 428 respondents (2.3%) used "Other." Four respondents (0.9% of all Q19 respondents) referenced email/newsletter/HOA communications, 3 (0.7%) indicated little or no interest in receiving information, and the remainder suggested mail, in-person communication or learning through trail use.

20) Suggestions for Kids Activities, Trails and/or Land Conservation

187 respondents provided a written comment (43.7% of all 428 completed surveys). The most common recurring suggestions are summarized below.

What respondents suggested	Count	% of 187 commenters	% of 428 completed responses
Improve trail and bridge condition, access, signage, drainage or trail-use management	77	41.2%	18.0%
Expand or adjust kids, teen, family and youth activities	45	24.1%	10.5%
Control costs, improve financial discipline or generate additional revenue	44	23.5%	10.3%
Improve land stewardship: invasives, trees, ponds, wetlands and wildlife	36	19.3%	8.4%
Address ticks and Lyme-disease concerns	8	4.3%	1.9%
Improve the deer-management approach or participation model	6	3.2%	1.4%
Manage e-bike and other motorized-use impacts on trails	6	3.2%	1.4%

Comment Summary: Suggestions were concentrated on improving existing assets rather than creating major new amenities. Trail condition and use was the largest cluster: 77 of 187 commenters (41.2%; 18.0% of all completed respondents) raised trails, bridges, surfaces, clearing, signage or trail-use issues. Land stewardship was raised by 36 commenters (19.3%; 8.4% overall), especially invasives, trees, ponds, wetlands and wildlife. Kids/youth comments (45; 24.1%; 10.5% overall) often asked for broader age ranges, teen opportunities, camps, nature education and school-closure programming. Financial concerns also appeared in 44 comments (23.5%; 10.3% overall), generally as calls to focus resources on core maintenance or control costs.

Note: A single comment can contain more than one theme; percentages therefore do not sum to 100%.

21) What Else Should the Conservancy Consider in Future Planning?

204 respondents provided a written comment (47.7% of all 428 completed surveys). The most common recurring suggestions are summarized below.

What respondents suggested	Count	% of 204 commenters	% of 428 completed responses
Strengthen financial sustainability, control costs, reduce fees or increase earned revenue	72	35.3%	16.8%
Prioritize trails, land, open space, trees, invasives and related stewardship	63	30.9%	14.7%
Improve or restructure Farm / Farm Stand / CSA economics, offerings or resident value	57	27.9%	13.3%
Continue or selectively improve programs, education and events	32	15.7%	7.5%
Improve governance, transparency, trust or resident voice	18	8.8%	4.2%
Explicitly or conditionally end Farm operations if sustainability cannot be achieved	18	8.8%	4.2%

Comment Summary: Future-planning comments most often called for stronger financial sustainability and cost control (72 of 204 commenters; 35.3%, or 16.8% of all completed respondents) and protection or maintenance of core assets (63; 30.9%, or 14.7% overall). The Farm/Farm Stand/CSA was referenced by 57 commenters (27.9%; 13.3% overall); many argued for better economics, restructuring, stronger offerings or clearer resident value. After human review, 18 respondents (8.8% of Q21 commenters; 4.2% of all completed respondents) explicitly or conditionally preferred ending Farm operations. Governance, transparency, trust or resident voice was raised by 18 commenters (8.8%; 4.2% overall).

Note: A single comment can contain more than one theme; percentages therefore do not sum to 100%.

Conclusion

Protecting Willowsford's defining assets is the clearest common ground. Trails were the most frequently identified valued Conservancy offering (66%), and three-quarters of respondents reported using Conservancy trails during the prior three years. The open-ended responses repeatedly returned to trail condition, bridges, open space, forests, meadows, ponds, waterways, invasive species and other stewardship concerns.

Financial discipline is a consistent strategic signal. Approximately 73% identified Farm financial sustainability and revenue generation as a top Farm priority; 59% preferred maintaining current services and controlling costs if additional resources were available; 60% preferred a future direction emphasizing financial sustainability and revenue generation; and 56% favored less emphasis on activities not directly tied to the Conservancy's core mission. The written comments reinforced these concerns rather than contradicting them.

The Farm is valued, but its economics and resident value are central to the debate. The Farm Stand and markets were the second-most-valued Conservancy offering (46%), and 57% reported shopping at the Farm Stand during the prior three years. At the same time, Farm-related written responses frequently raised cost, pricing, assessment support, product mix and financial-sustainability concerns. In Q21, 18 respondents explicitly or conditionally advocated ending Farm operations—8.8% of those commenting on that question and 4.2% of all 428 completed survey responses.

Residents generally favor focus over expansion for its own sake. The quantitative results and comments suggest that respondents want existing assets maintained well, the Farm made more financially credible, and programming targeted where it clearly supports the mission or serves a demonstrated constituency. More activity does not automatically translate into more perceived value.

Communication should emphasize clarity, evidence and accessibility. Email is the dominant channel both by preference and actual use, but written feedback also asks for shorter, better-integrated information, easier calendars, clearer explanation of results and greater transparency around finances and performance.

Future use. The survey establishes a useful 2026 baseline. Repeating comparable questions in future years—using consistent wording, timing and outreach methods—will make changes in satisfaction, confidence and priorities more informative than the absolute result from any single survey wave.

Source materials: QuestionPro 2026 Willowsford Conservancy Community Survey question-result export and written-response export, September 2026.

Methodology

Survey response base. QuestionPro reported 489 survey starts, 428 completed surveys, an 87.5% completion rate and an average completion time of 11 minutes. The 428 completed responses are equivalent to approximately 18.4% of Willowsford's 2,328 households. Question-level n varies because some items were optional, some allowed multiple selections, and not every person who started the survey completed every question.

Quantitative results. The charts and percentages in this report reproduce the QuestionPro results supplied for each question. For "select all that apply" and "select up to" questions, percentages are not expected to sum to 100%. "Other" responses were analyzed separately as written feedback. Where comment themes are quantified, the report gives both their share of the comment pool and, where useful, their share of all respondents to that question so that small comment pools are not mistaken for community-wide prevalence.

Open-ended response analysis. Written responses were reviewed using a combination of text analysis and manual review. The analysis was used to identify recurring words, phrases and groups of similar comments. Those patterns were then reviewed and organized into plain-language themes such as Farm financial sustainability, trail maintenance, invasive species, resident value, governance and trust, and children's programming.

Comment analysis. Comments could be counted under more than one theme when they raised multiple issues. All groupings were manually reviewed to make sure the comments were being interpreted in context. Where useful, the report shows both the percentage of people who commented on a question and the percentage of all respondents to that question represented by a theme.

Sentiment analysis. Sentiment analysis was used only as a supporting tool. Final judgments about whether a comment was positive, negative, neutral or mixed were made by reviewing the actual wording and context. For potentially controversial themes, we conducted a human review of each comment to ensure accuracy.

Interpretive limitations. If the 428 completed surveys had been drawn as a simple random sample from approximately 2,328 Willowsford households, the maximum sampling error would be about ±4.3 percentage points at 95% confidence. Because participation was voluntary, however, that conventional margin of error does not capture the possibility that people who chose to respond differ from those who did not. The results should therefore be read as a strong directional measure of participating residents rather than a precise census of all Willowsford households. The survey was also anonymous, so unique-household participation cannot be verified from the response file alone.

Cross-checks for response bias. Major results were compared across village, length of residency, household composition and satisfaction level. The strongest findings generally remained in the same direction across these groups, and no single subgroup appeared to be driving the major conclusions. That is reassuring, but it cannot rule out selection bias among residents who did not respond.

Confidentiality and exclusions. Consistent with the confidentiality commitment made to survey participants, access to the raw survey data was limited to protect respondent privacy and support candid feedback. Individual responses, comments, and personally identifying information are not reproduced in this report or attributed to specific residents. Written feedback was reviewed and organized into recurring themes, which are presented in aggregate to reflect respondent perspectives while protecting individual confidentiality. Contact information voluntarily provided for future focus groups or prize drawings was excluded from the substantive analysis and was not used to associate individual residents with their survey responses.

2026 Willowsford Conservancy Community Survey

Detailed Results and Comment Analysis

www.willowsfordconservancy.org

If you have any questions about the survey or the results, please contact the Conservancy at info@willowsfordconservancy.org

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