

# Silver Beach Improvement Association



***SBIA Member Survey 2019 – Response Analysis***

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# Scope of Survey

- Survey distributed to all 2018 paid members with at least one email address
  - 412 household members received survey (22 households we have no email)
  - 643 total survey pool
- 309 total responses (completed surveys); 262 households
  - 48% response rate overall
  - 64% of households emailed the survey responded (represents 60% of membership)
- Members were allowed to submit up to two responses per household
- Survey was open for 15 days
  - Sunday, Feb. 17 – Sunday, March 3



# Summary

## Key Takeaways

**1** Overall satisfaction very high – 93%  
Extremely or Somewhat Satisfied

**2** Most frequent suggestions/high  
dissatisfaction is on our radar

**3** Can't please everyone – opposing  
viewpoints<sup>1</sup>

**4** Need to better assimilate new  
members

**5** Public safety – seawall, jetty, speeding  
cars, glass from dredging

## Top Synthesized Comments

**1** Beach cleanliness / seaweed removal

**2** Non-members using the beach

**3** Night monitoring of beach and area

**4** Parking – Ocean View entrance, Harbor

**5** Bathrooms

**6** Unleashed dogs

<sup>1</sup> Beach cleanliness; Food / cooler rules; Membership tables; Lifeguard performance



# Actions

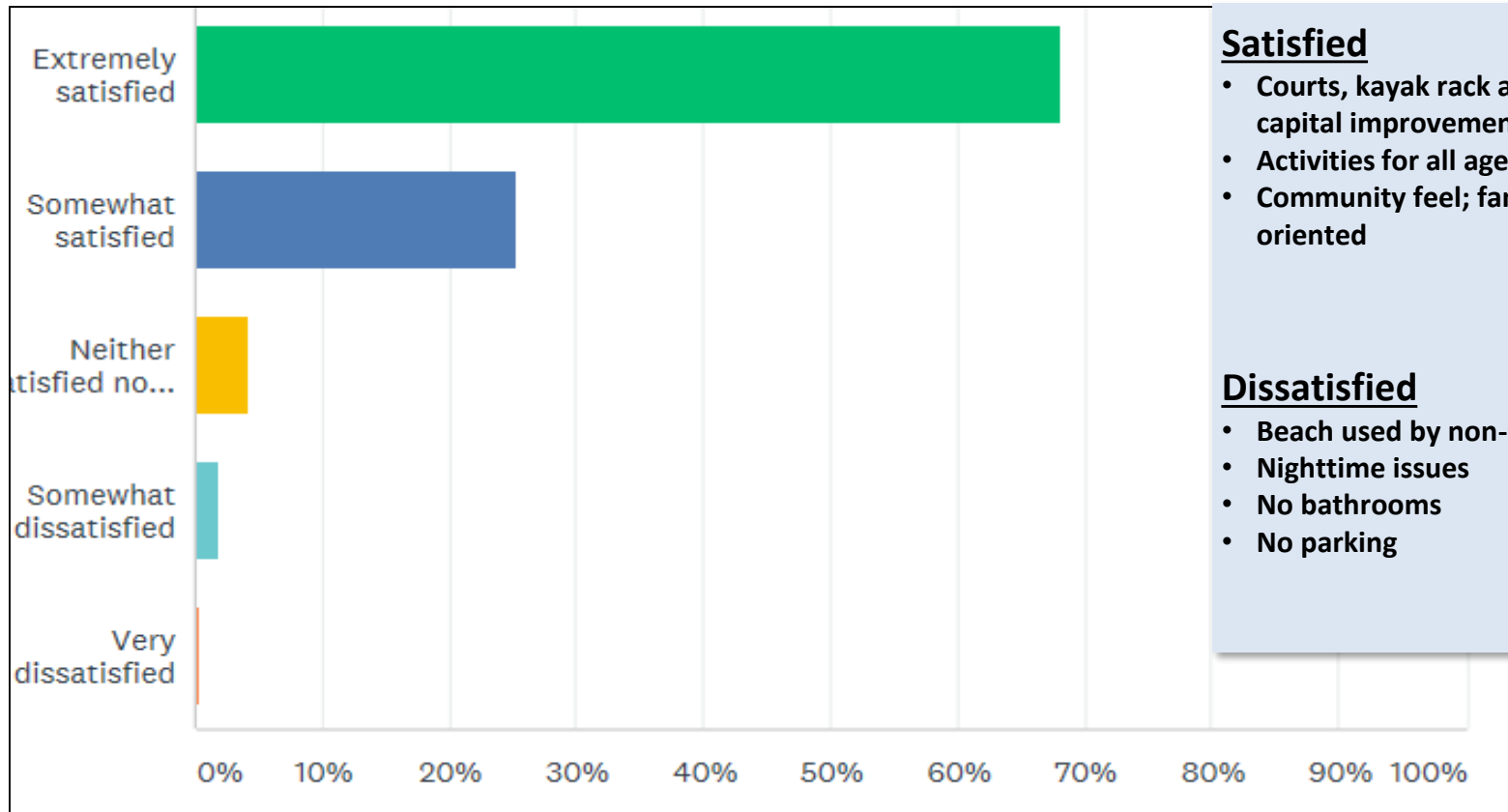
- Synthesize survey results and disseminate to members
- Develop new member program
- Develop list of other initiatives and communicate
  - Ensure top feedback is addressed
- Explore new event suggestions



# Responses Charted...



# Q1. Overall, how satisfied are you with the efforts of the SBIA to make New Silver Beach a fun and safe community? (Activities, Events, Beach, Community)



### Satisfied

- Courts, kayak rack and other capital improvements
- Activities for all ages
- Community feel; family oriented

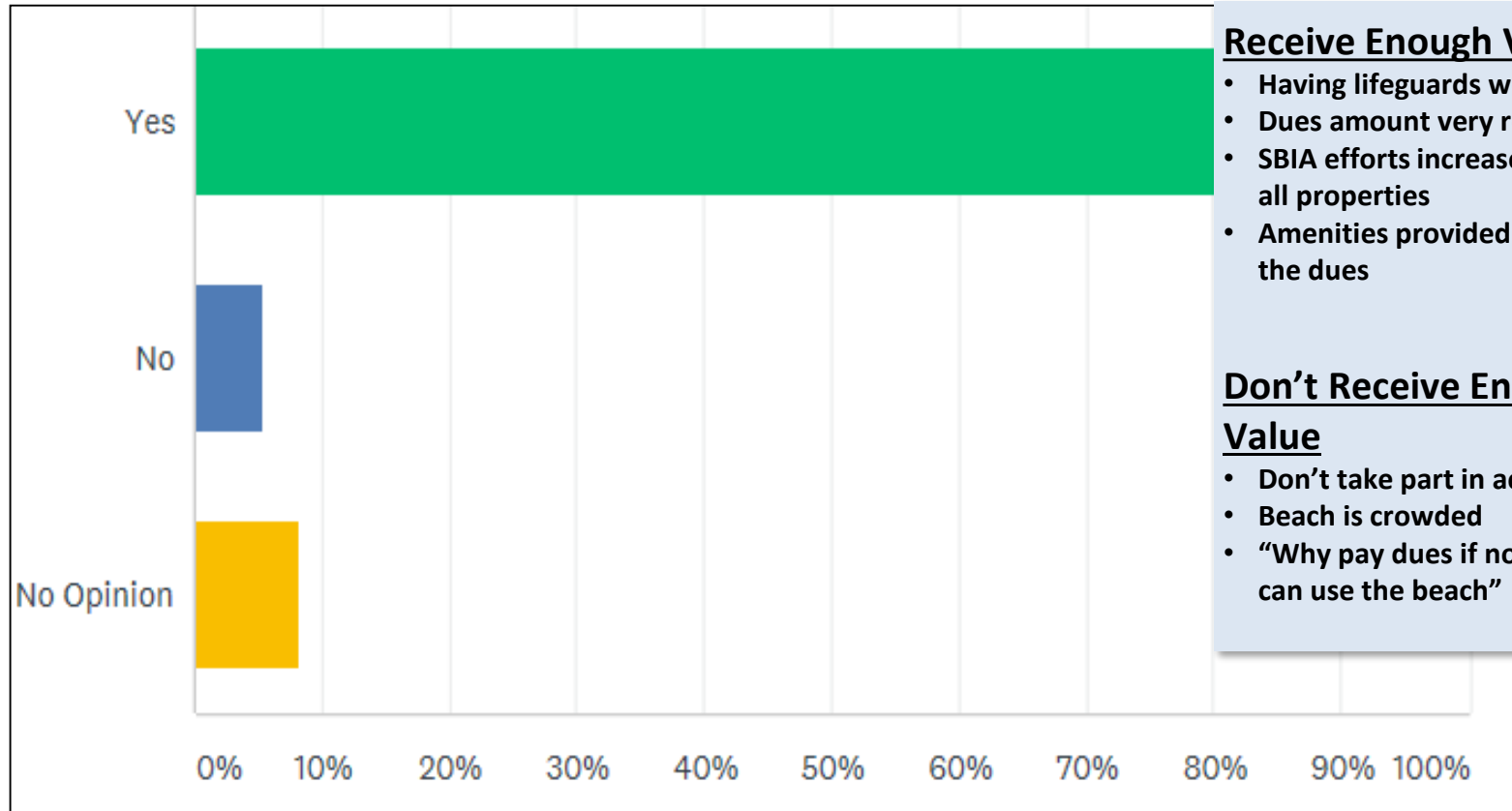
### Dissatisfied

- Beach used by non-members
- Nighttime issues
- No bathrooms
- No parking

ANSWER CHOICES	RESPONSES	
Extremely satisfied	68.28%	211
Somewhat satisfied	25.24%	78
Neither satisfied nor dissatisfied	4.21%	13
Somewhat dissatisfied	1.94%	6
Very dissatisfied	0.32%	1
<b>TOTAL</b>		<b>309</b>

[Comments \(90\)](#)

## Q2. Do you feel you receive enough benefit/value for the amount of dues you pay?



### Receive Enough Value

- Having lifeguards well worth it
- Dues amount very reasonable
- SBIA efforts increase value of all properties
- Amenities provided well worth the dues

### Don't Receive Enough Value

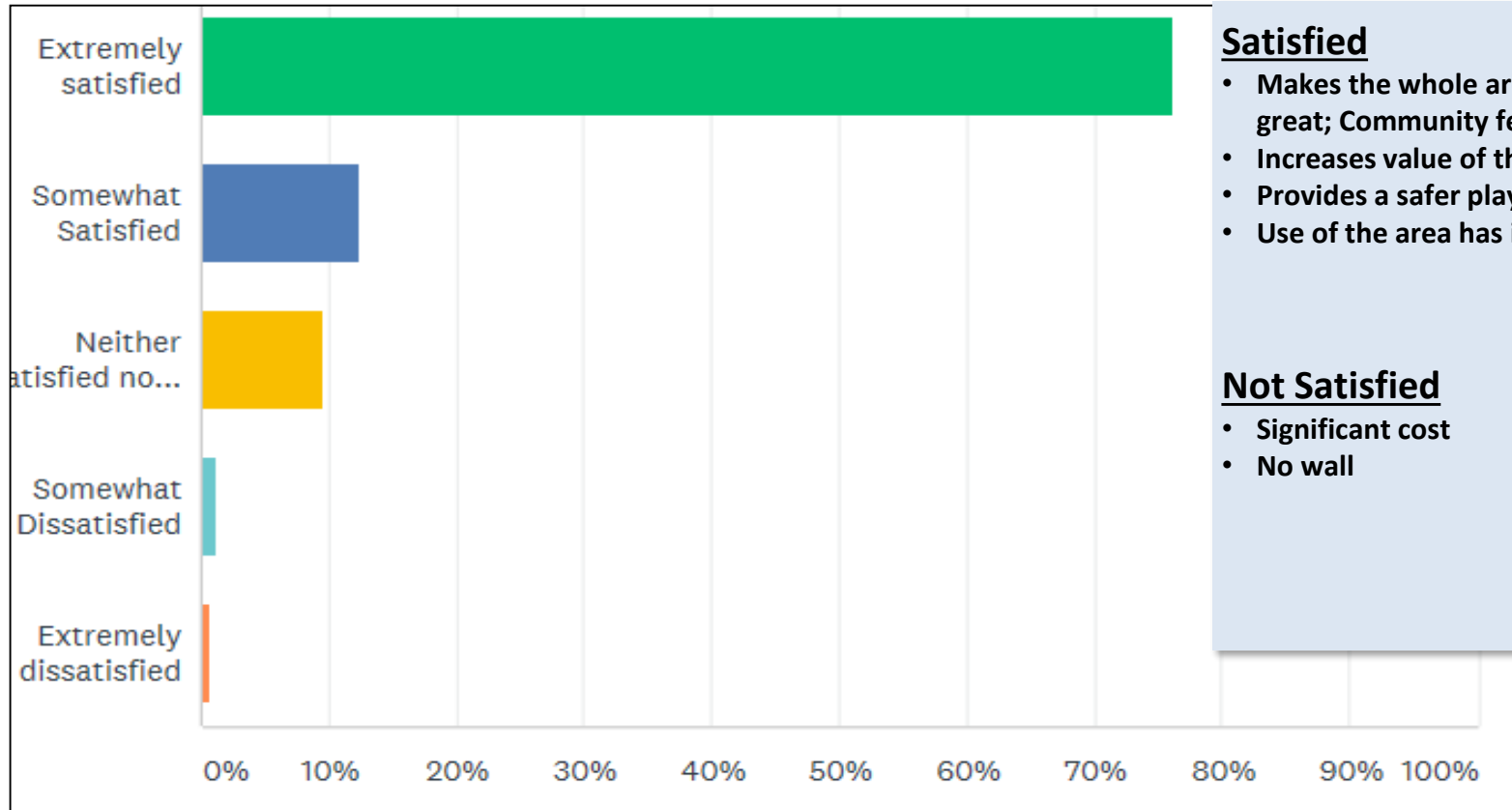
- Don't take part in activities
- Beach is crowded
- "Why pay dues if non-members can use the beach"

ANSWER CHOICES	RESPONSES	
Yes	86.41%	267
No	5.50%	17
No Opinion	8.09%	25
<b>TOTAL</b>		<b>309</b>

[Comments \(59\)](#)



### Q3. How satisfied are you with the new courts area?



#### Satisfied

- Makes the whole area look great; Community feel
- Increases value of the property
- Provides a safer play area
- Use of the area has increased

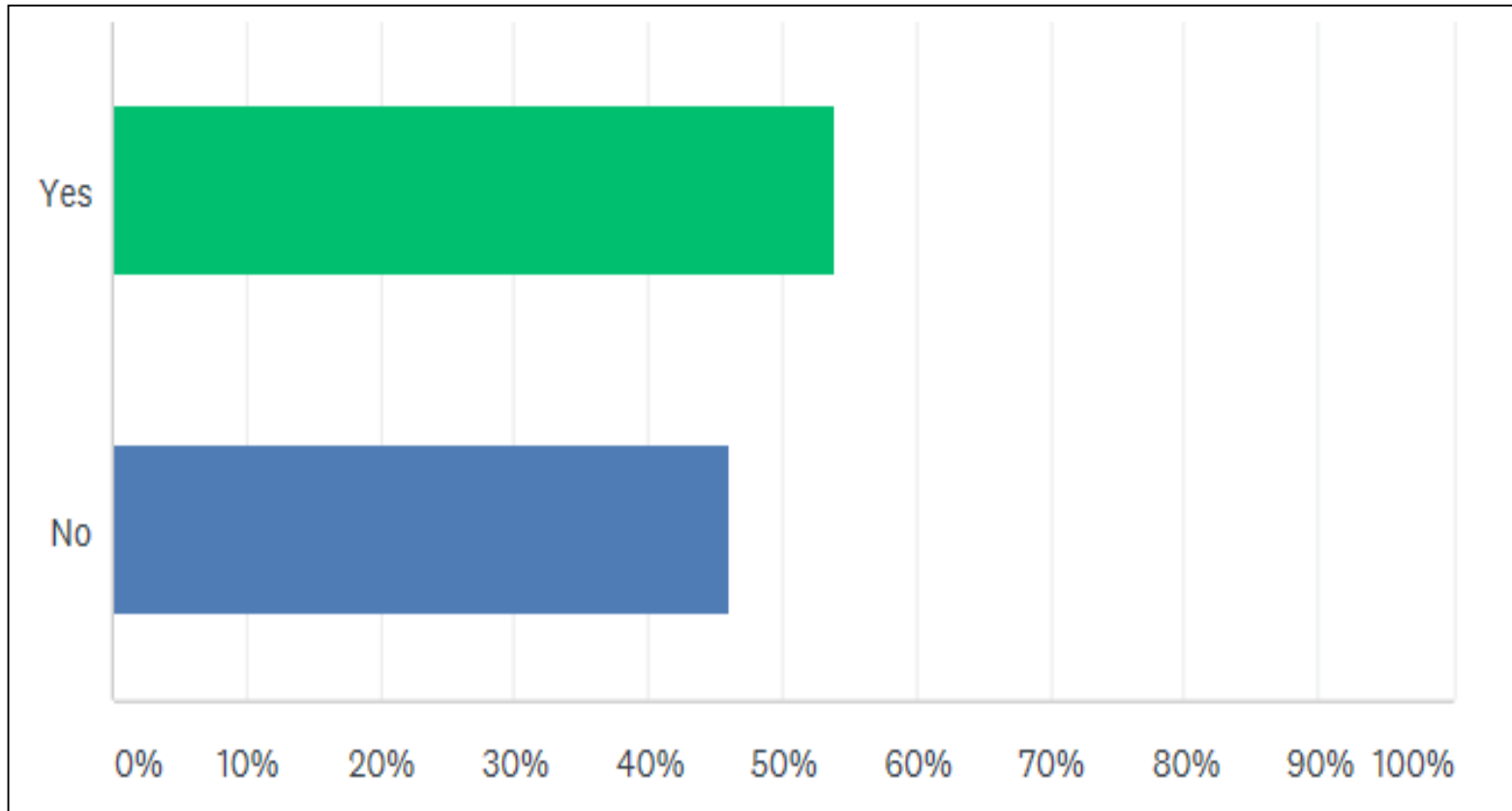
#### Not Satisfied

- Significant cost
- No wall

ANSWER CHOICES	RESPONSES	
Extremely satisfied	76.05%	235
Somewhat Satisfied	12.30%	38
Neither satisfied nor dissatisfied	9.71%	30
Somewhat Dissatisfied	1.29%	4
Extremely dissatisfied	0.65%	2
<b>TOTAL</b>		<b>309</b>

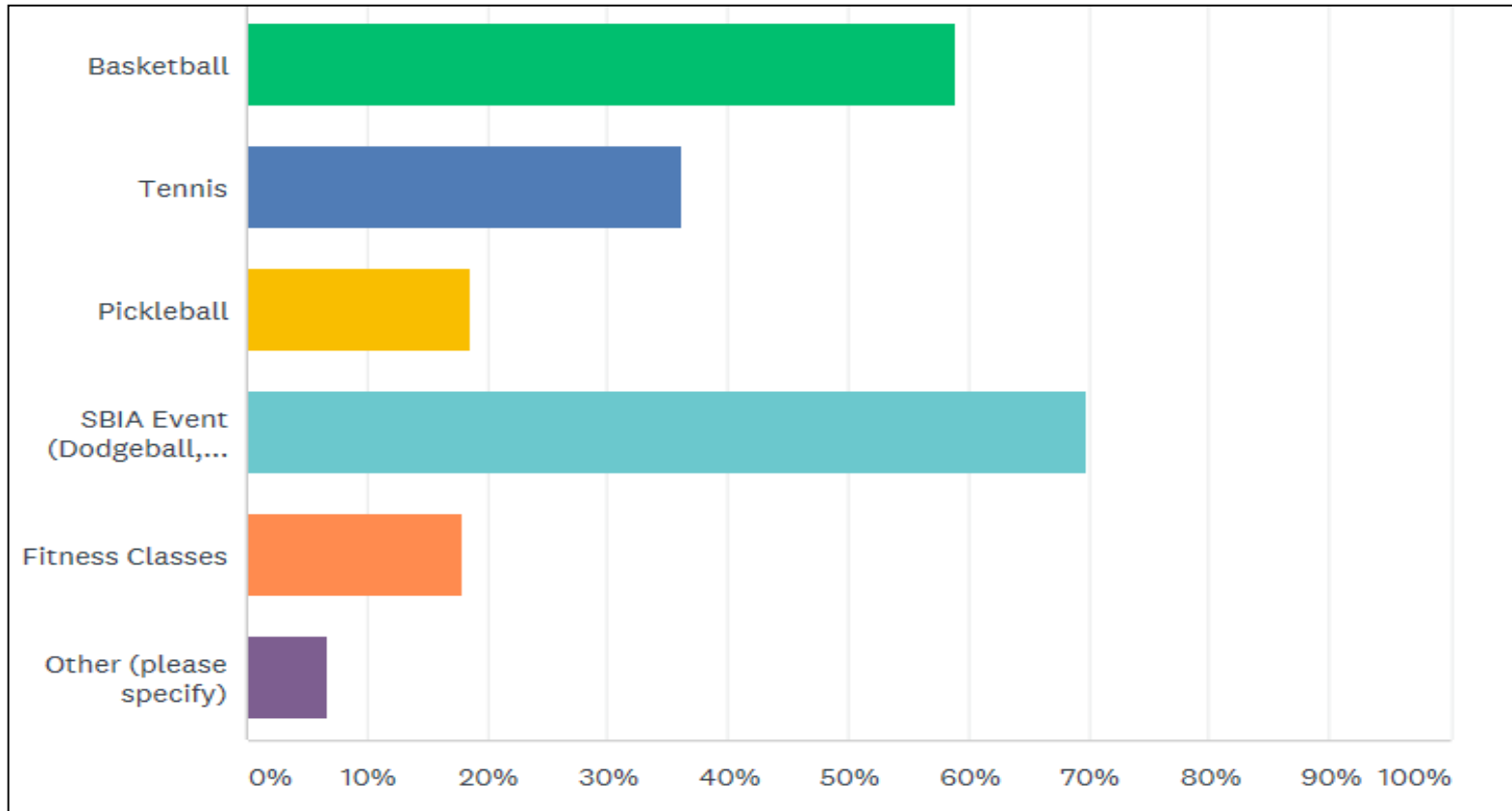
[Comments \(80\)](#)

## Q4. Do you, or members of your household, use the courts for recreation?



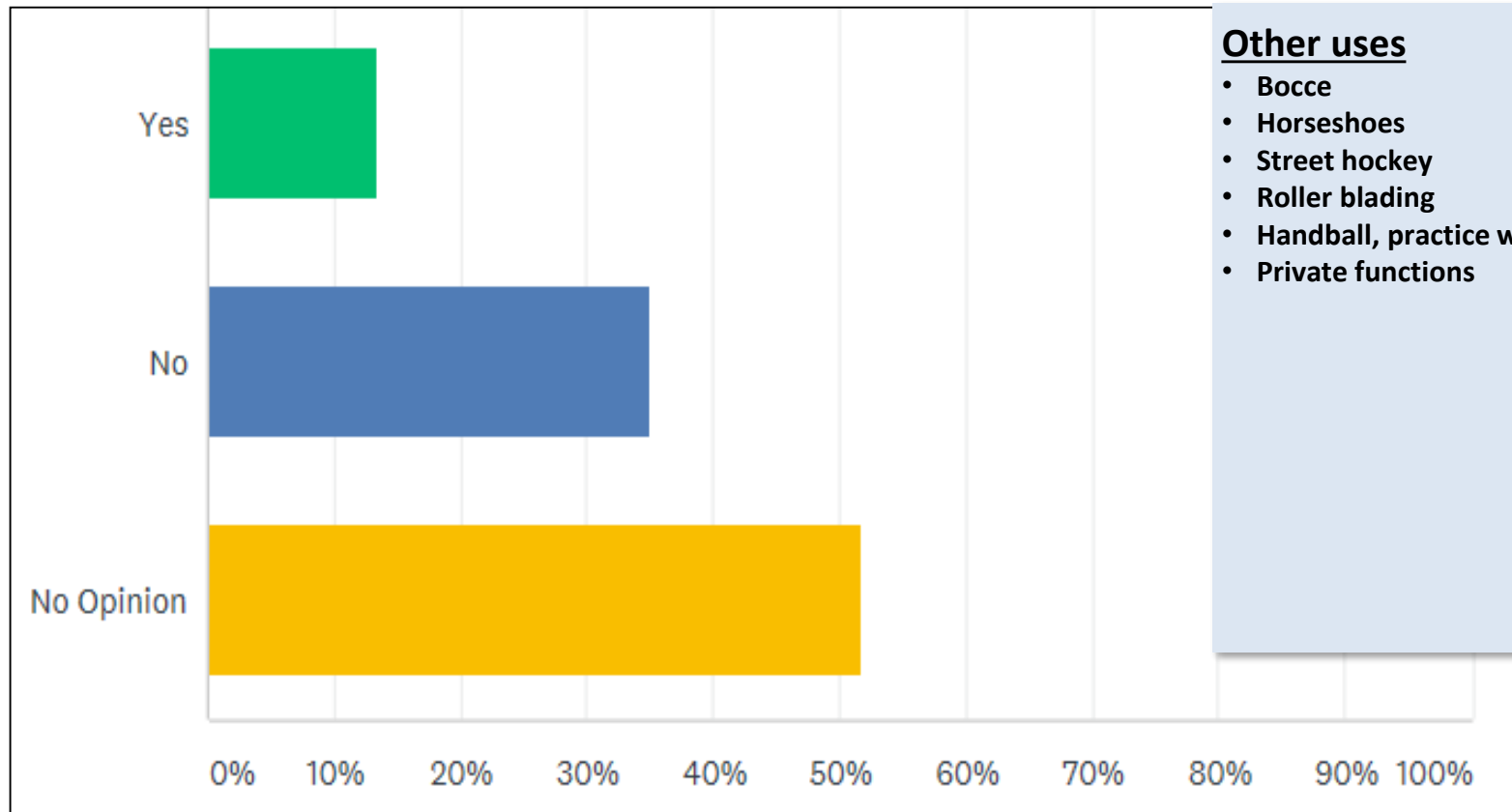
ANSWER CHOICES	RESPONSES	
Yes	54.05%	167
No	45.95%	142
<b>TOTAL</b>		<b>309</b>

## Q5. Please select the activities your household uses the courts for.



ANSWER CHOICES	RESPONSES	
Basketball	59.04%	98
Tennis	36.14%	60
Pickleball	18.67%	31
SBIA Event (Dodgeball, Movies, Cookout, SBIA Social Event, etc.)	69.88%	116
Fitness Classes	18.07%	30
Other (please specify)	Responses	6.63% 11
<b>Total Respondents: 166</b>		

## Q6. Are there other uses you would like for the courts area?



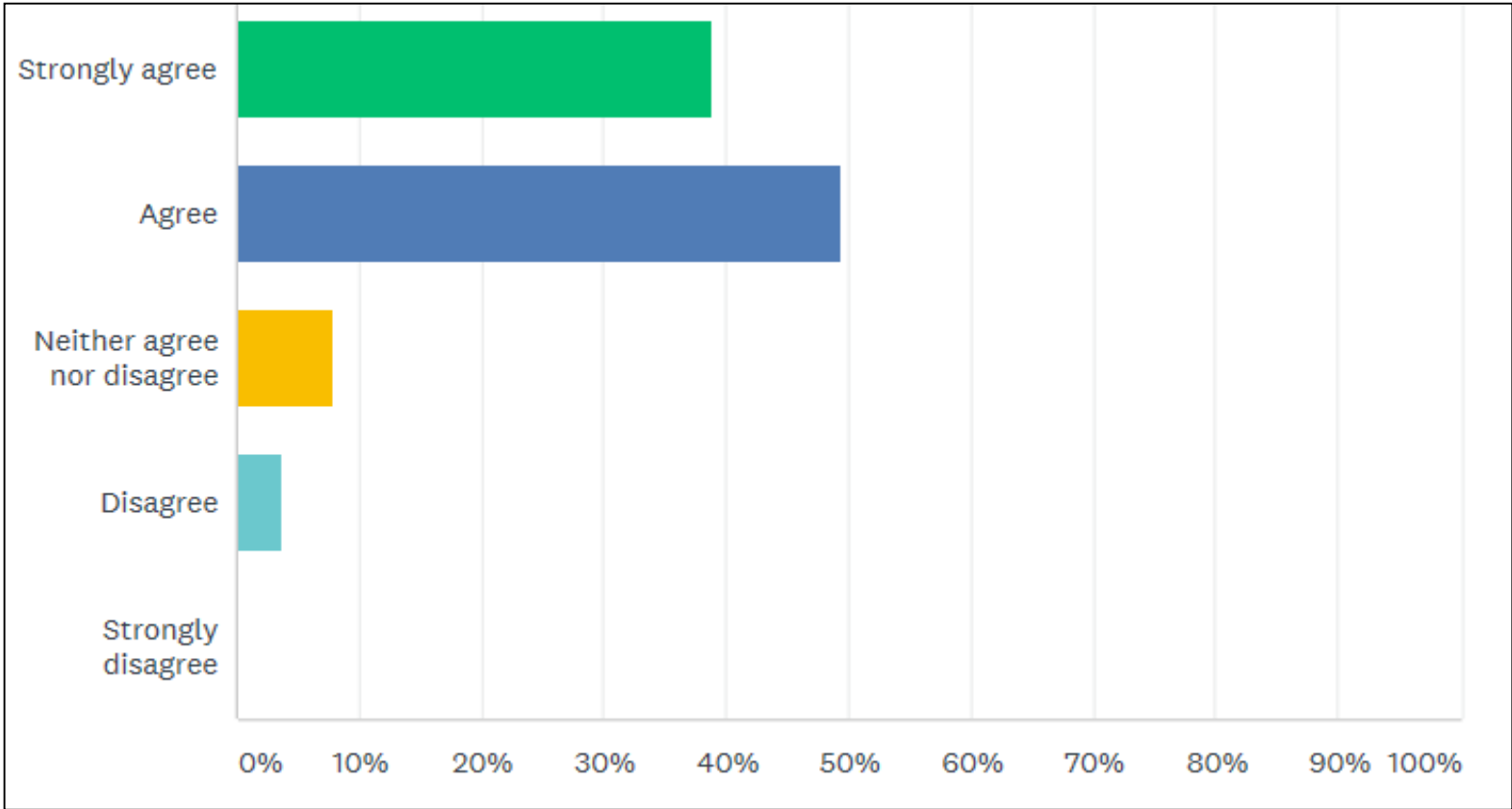
### Other uses

- Bocce
- Horseshoes
- Street hockey
- Roller blading
- Handball, practice wall
- Private functions

ANSWER CHOICES	RESPONSES	
Yes	13.42%	40
No	34.90%	104
No Opinion	51.68%	154
<b>TOTAL</b>		<b>298</b>

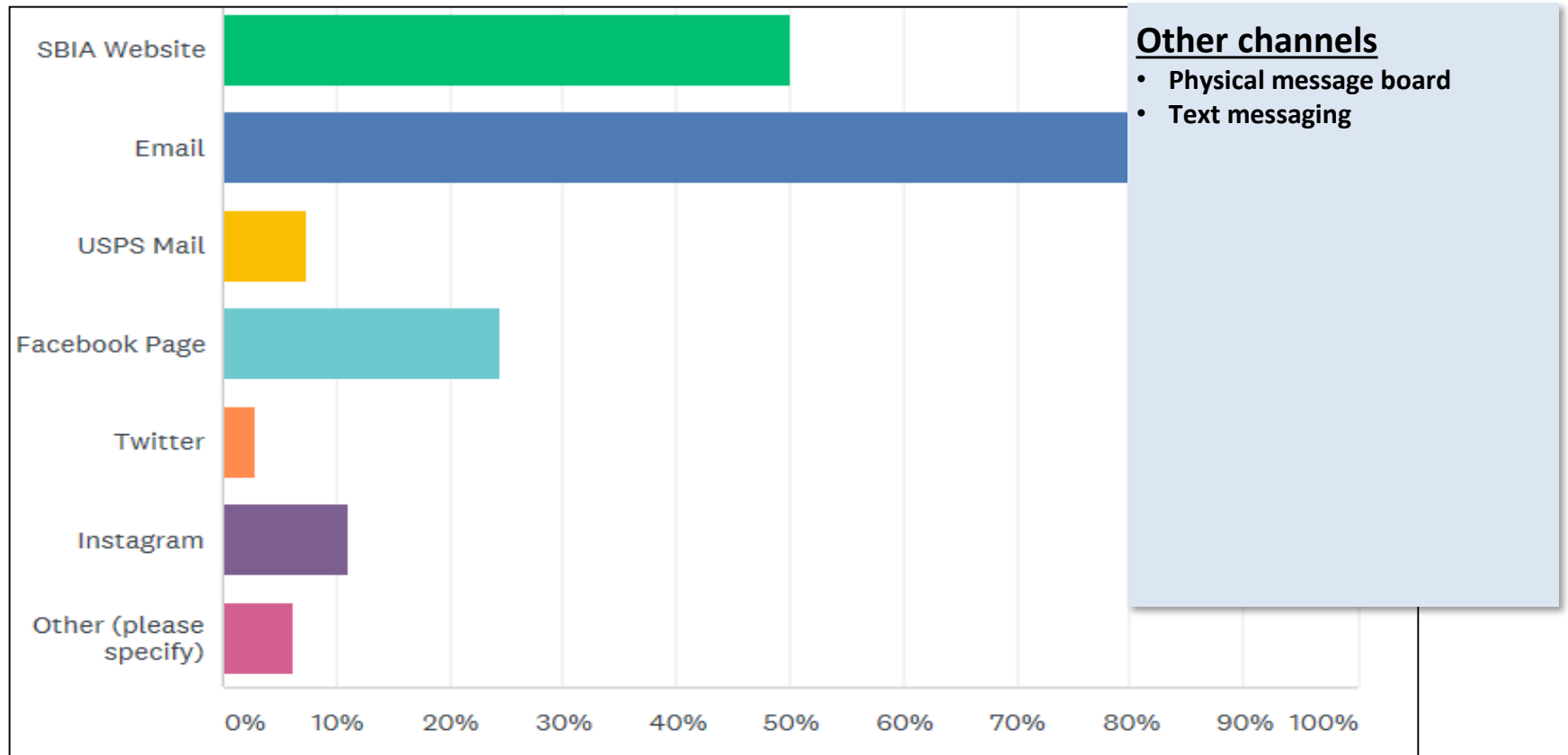
[Comments \(42\)](#)

**Q7. Do you believe there is enough communication throughout the summer about activities, events, etc.?**



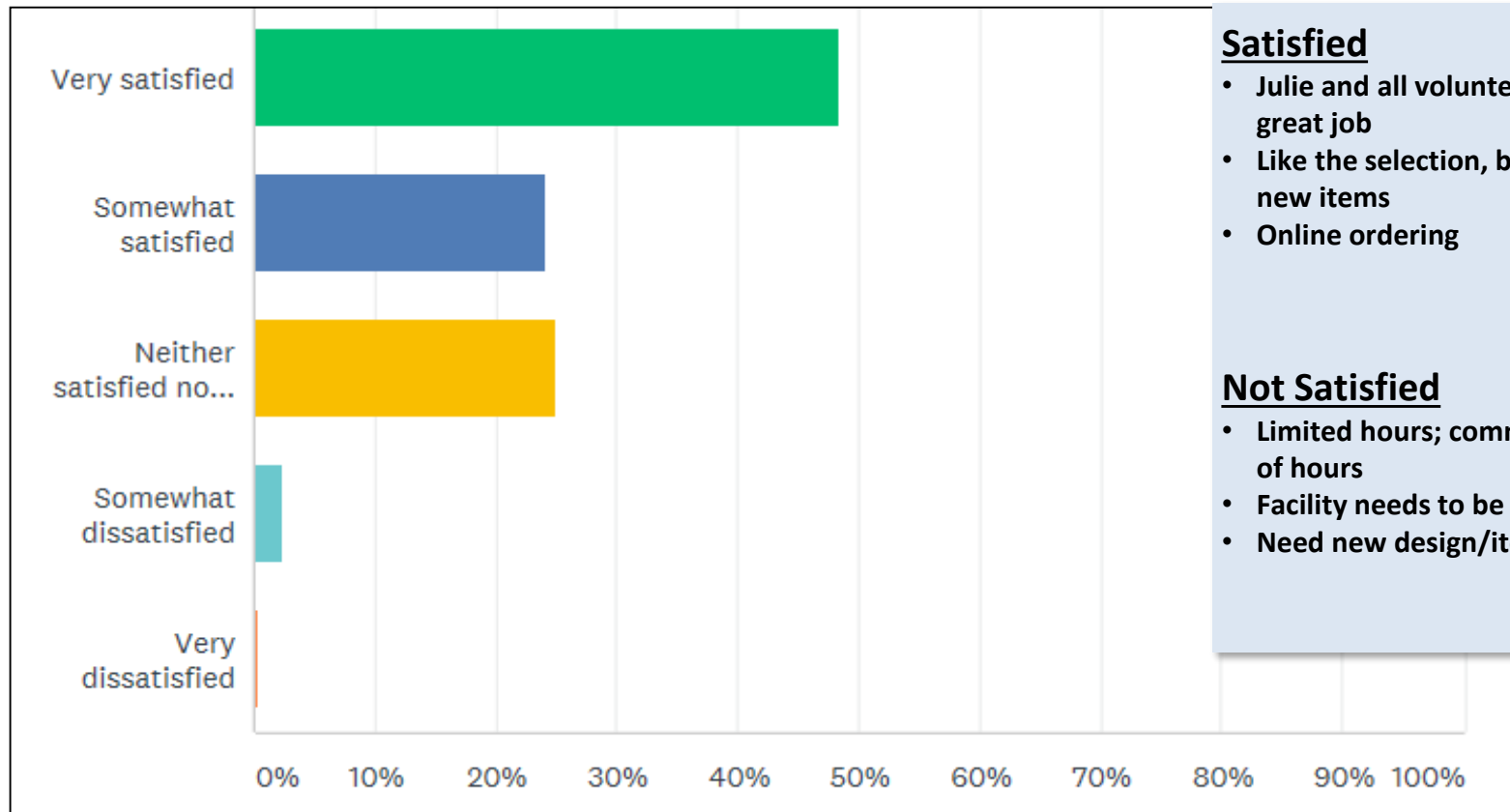
ANSWER CHOICES	RESPONSES	
Strongly agree	38.93%	116
Agree	49.33%	147
Neither agree nor disagree	8.05%	24
Disagree	3.69%	11
Strongly disagree	0.00%	0
<b>TOTAL</b>		<b>298</b>

**Q8. Please select the channel(s) you prefer us to use to communicate information? Select all that apply.**



ANSWER CHOICES	RESPONSES	
SBIA Website	50.00%	149
Email	95.97%	286
USPS Mail	7.38%	22
Facebook Page	24.50%	73
Twitter	3.02%	9
Instagram	11.07%	33
Other (please specify)	Responses	6.38% 19
<b>Total Respondents: 298</b>		

## Q9. How satisfied are you with the SBIA Store and how it is managed?



### Satisfied

- Julie and all volunteers do a great job
- Like the selection, but offer new items
- Online ordering

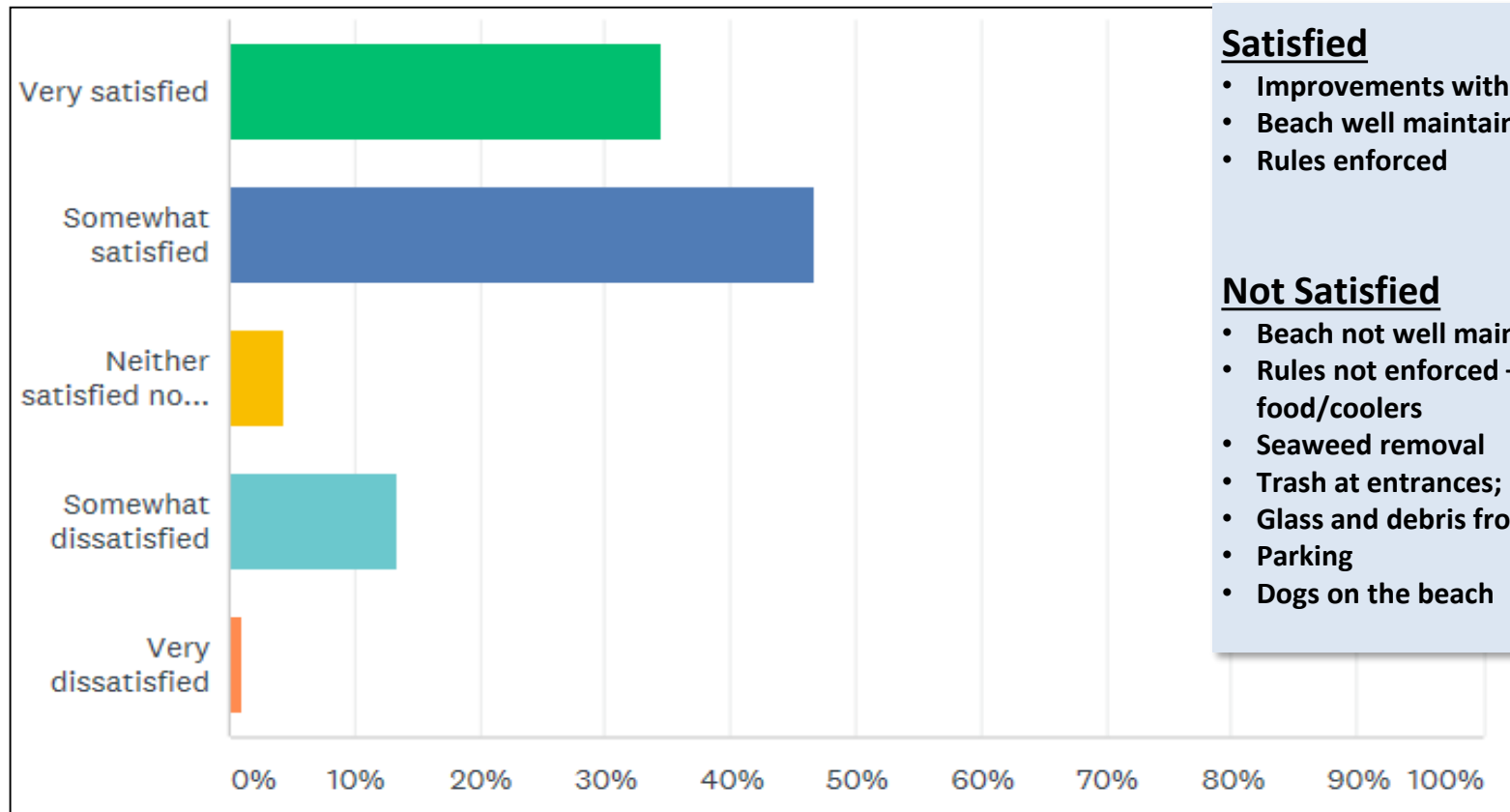
### Not Satisfied

- Limited hours; communication of hours
- Facility needs to be upgraded
- Need new design/items

ANSWER CHOICES	RESPONSES	
Very satisfied	48.32%	144
Somewhat satisfied	24.16%	72
Neither satisfied nor dissatisfied	24.83%	74
Somewhat dissatisfied	2.35%	7
Very dissatisfied	0.34%	1
<b>TOTAL</b>		<b>298</b>

[Comments \(63\)](#)

## Q10. How satisfied are you with the beach in general? (Cleanliness, beach rules, safety, etc.)



### Satisfied

- Improvements with lifeguards
- Beach well maintained
- Rules enforced

### Not Satisfied

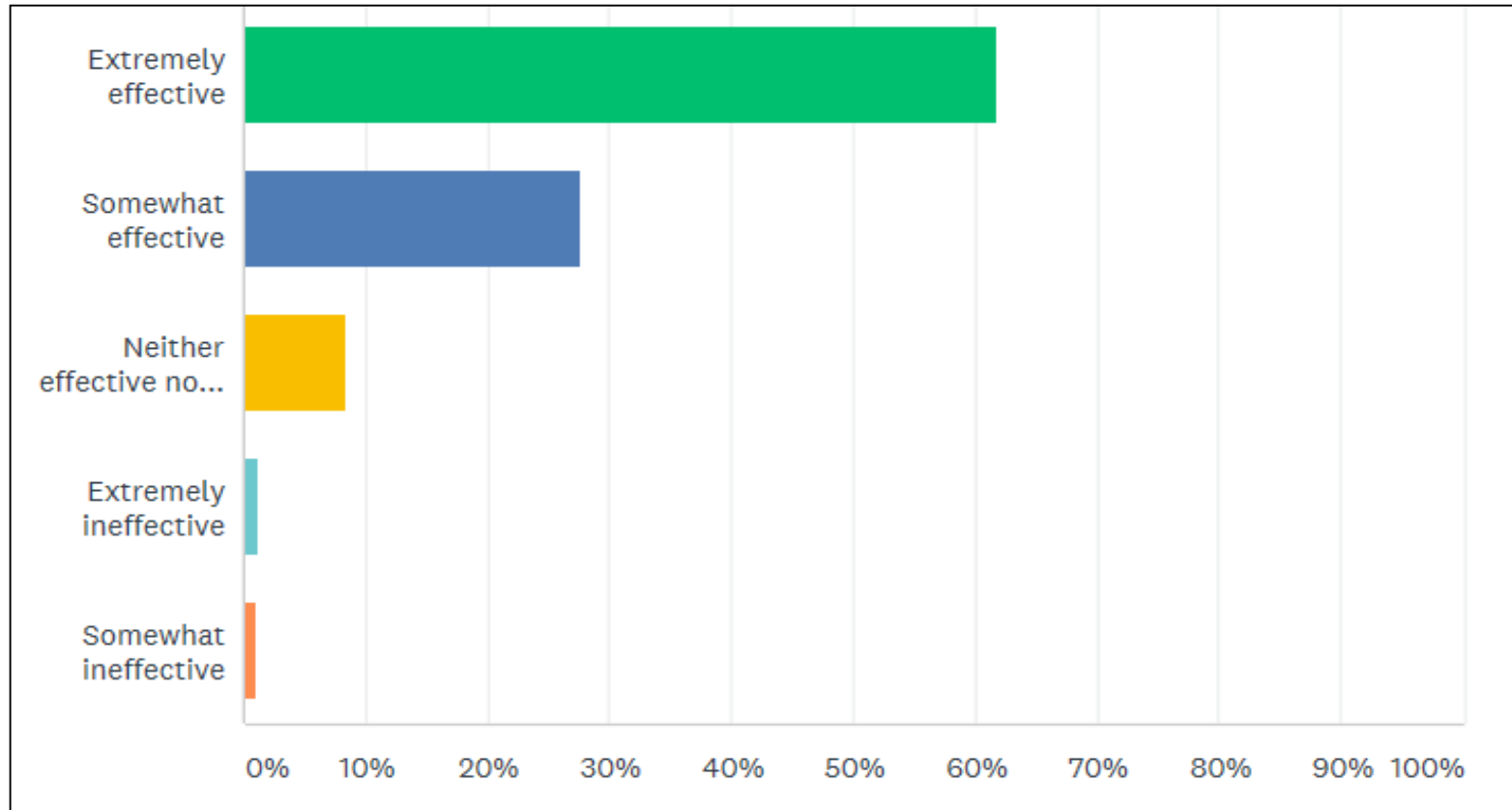
- Beach not well maintained
- Rules not enforced – food/coolers
- Seaweed removal
- Trash at entrances; Receptacles
- Glass and debris from dredging
- Parking
- Dogs on the beach

ANSWER CHOICES	RESPONSES	
Very satisfied	34.56%	103
Somewhat satisfied	46.64%	139
Neither satisfied nor dissatisfied	4.36%	13
Somewhat dissatisfied	13.42%	40
Very dissatisfied	1.01%	3
<b>TOTAL</b>		<b>298</b>

[Comments \(120\)](#)

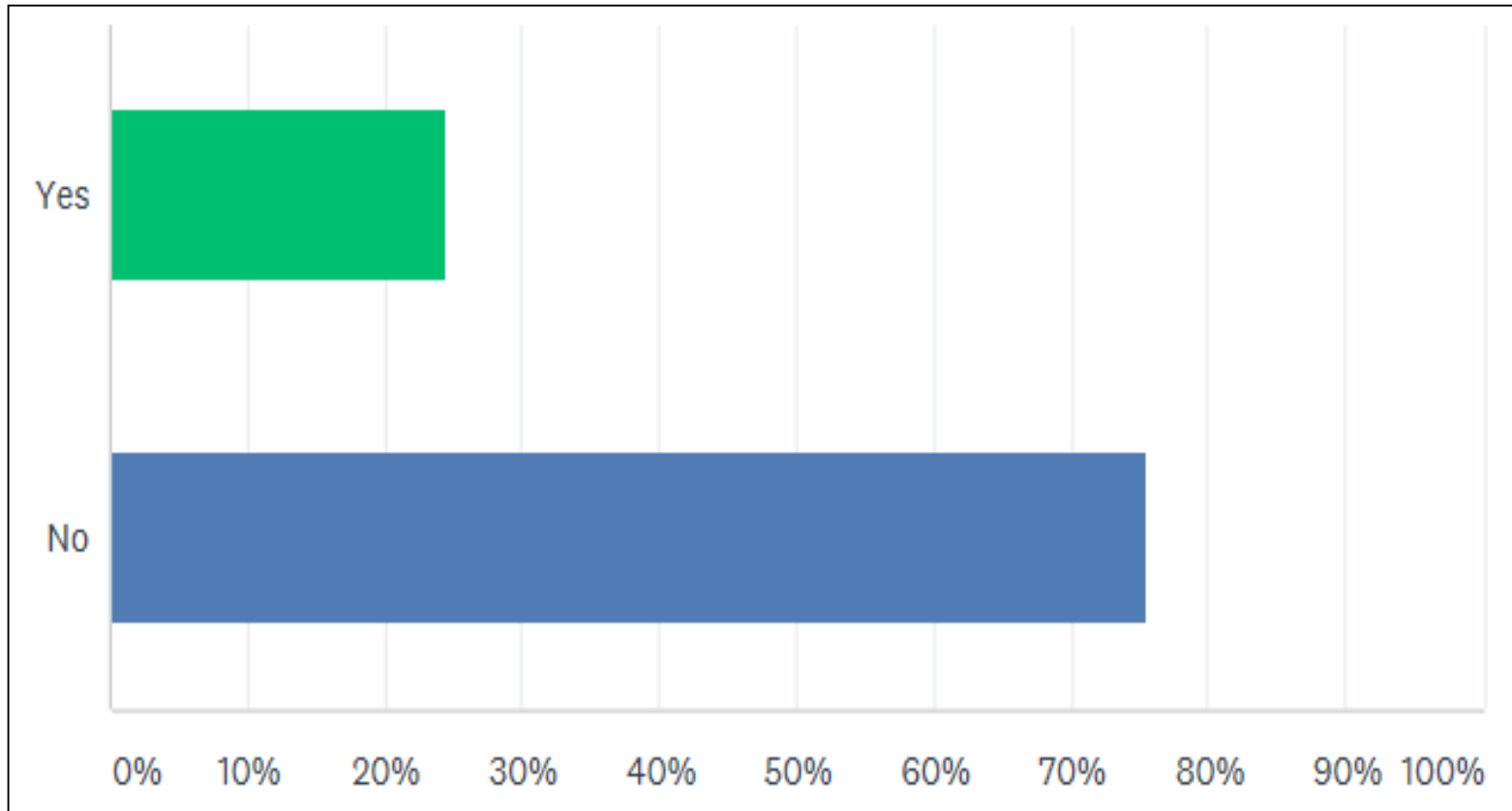


## Q11. How effective are the lifeguards at ensuring safety and a positive experience at the beach?



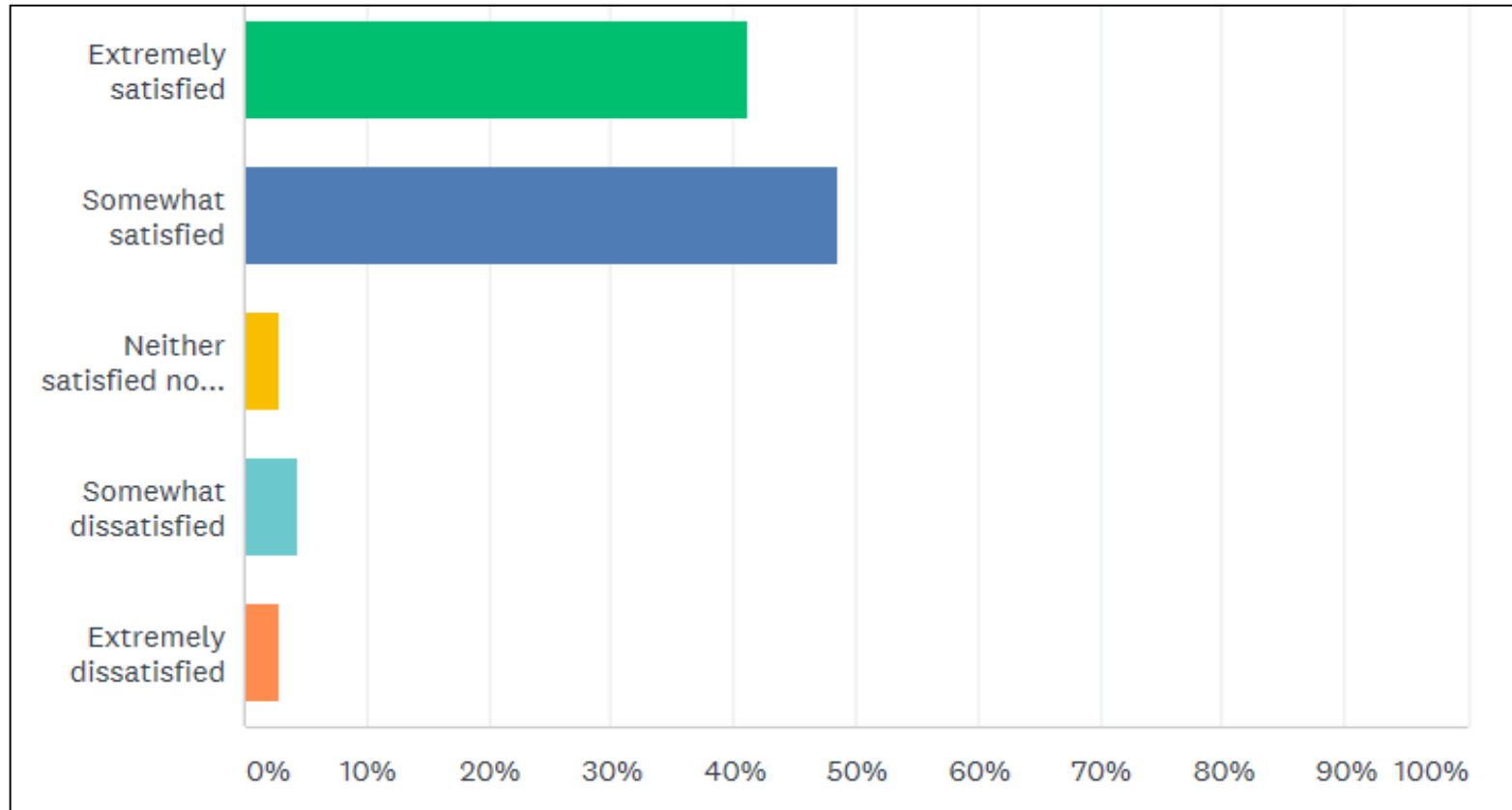
ANSWER CHOICES	RESPONSES	
Extremely effective	61.74%	184
Somewhat effective	27.52%	82
Neither effective nor ineffective	8.39%	25
Extremely ineffective	1.34%	4
Somewhat ineffective	1.01%	3
<b>TOTAL</b>		<b>298</b>

**Q12. Does a member(s) of your household take advantage of the swim lessons taught by our lifeguards?**



ANSWER CHOICES	RESPONSES	
Yes	24.50%	73
No	75.50%	225
<b>TOTAL</b>		<b>298</b>

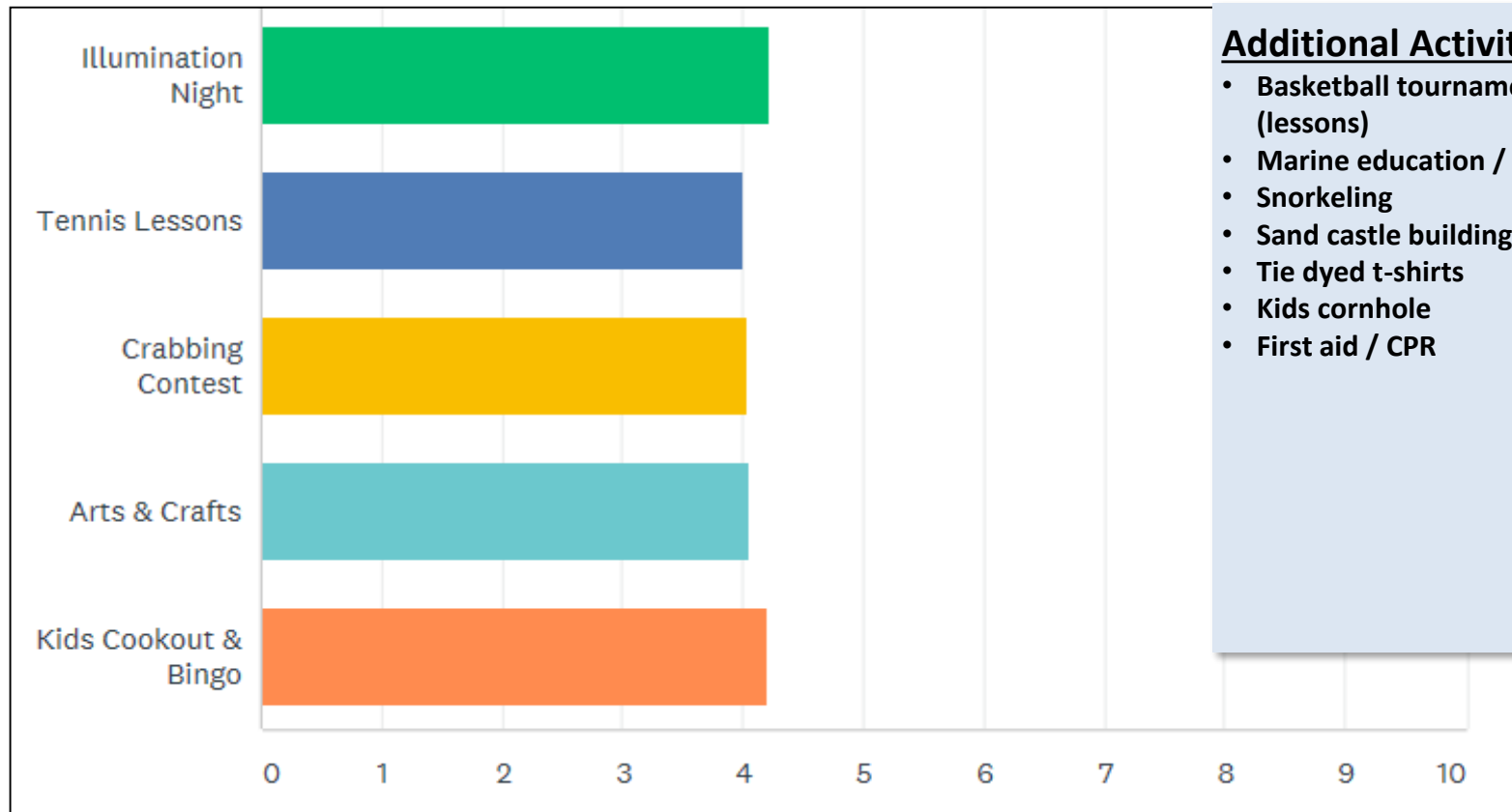
## Q13. How satisfied are you with the swim lessons included with your membership?



ANSWER CHOICES	RESPONSES	
Extremely satisfied	41.18%	28
Somewhat satisfied	48.53%	33
Neither satisfied nor dissatisfied	2.94%	2
Somewhat dissatisfied	4.41%	3
Extremely dissatisfied	2.94%	2
<b>TOTAL</b>		<b>68</b>

[Comments \(45\)](#)

**Q14. Please rate the below children activities based on the perceived enjoyment it provides the members of your household.**



- Additional Activities**
- Basketball tournament (lessons)
  - Marine education / activity
  - Snorkeling
  - Sand castle building
  - Tie dyed t-shirts
  - Kids cornhole
  - First aid / CPR

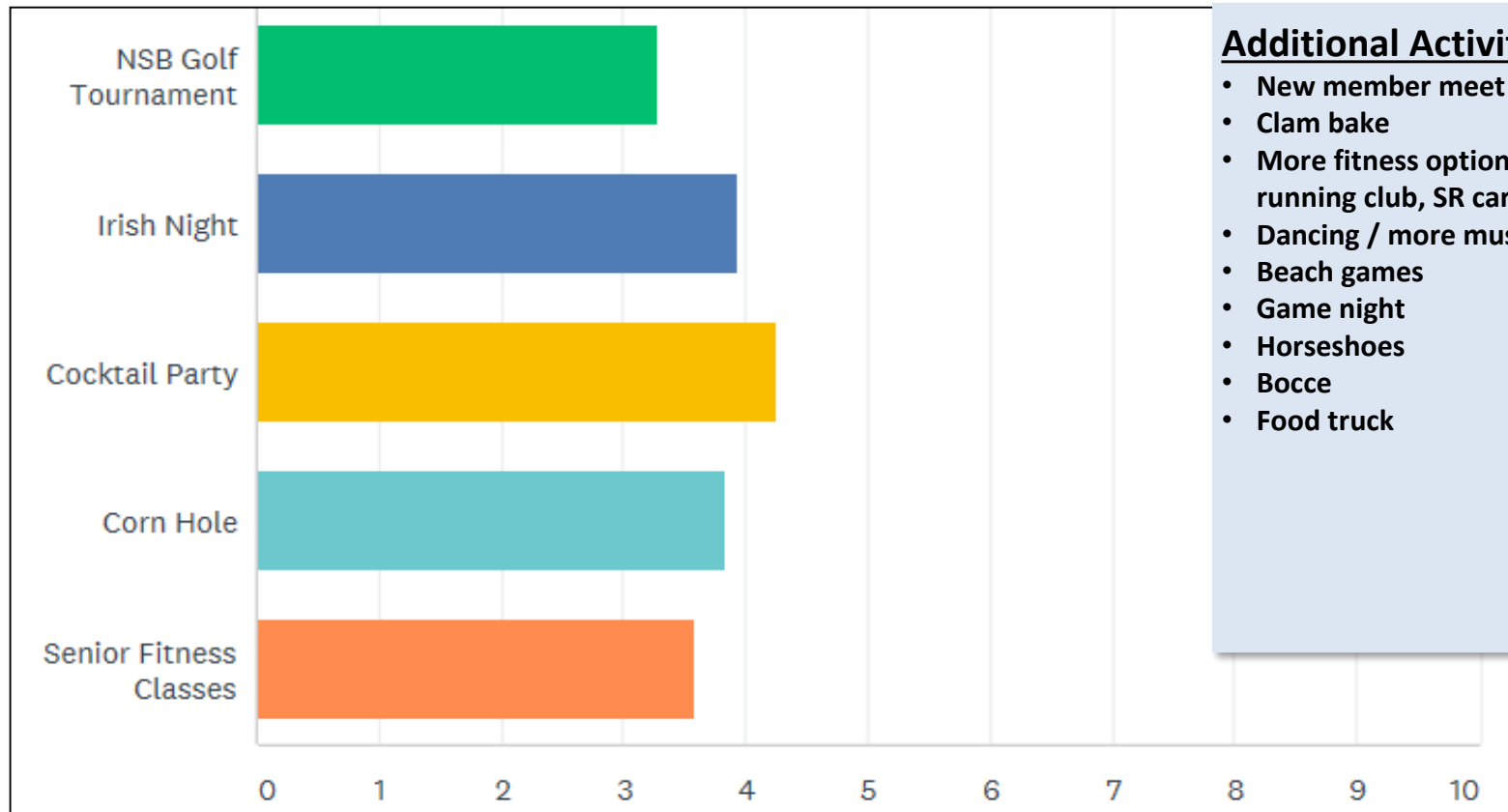
	5	4	3	2	1	N/A	TOTAL	WEIGHTED AVERAGE
Illumination Night	39.65% 113	19.30% 55	9.47% 27	1.75% 5	3.51% 10	26.32% 75	285	4.22
Tennis Lessons	14.39% 41	8.77% 25	5.26% 15	1.40% 4	2.11% 6	68.07% 194	285	4.00
Crabbing Contest	18.95% 54	8.07% 23	8.07% 23	2.11% 6	1.75% 5	61.05% 174	285	4.04
Arts & Crafts	18.25% 52	12.63% 36	8.42% 24	1.75% 5	1.40% 4	57.54% 164	285	4.05
Kids Cookout & Bingo	21.40% 61	17.54% 50	5.96% 17	1.40% 4	1.05% 3	52.63% 150	285	4.20

Comments (45)

Scale: 5 – Totally enjoy

1 – Do not enjoy at all

**Q15. Please rate the below adult activities/events based on the perceived enjoyment it provides you or members of your household.**



- Additional Activities**
- New member meet & greet
  - Clam bake
  - More fitness options: Yoga, running club, SR cardio
  - Dancing / more music nights
  - Beach games
  - Game night
  - Horseshoes
  - Bocce
  - Food truck

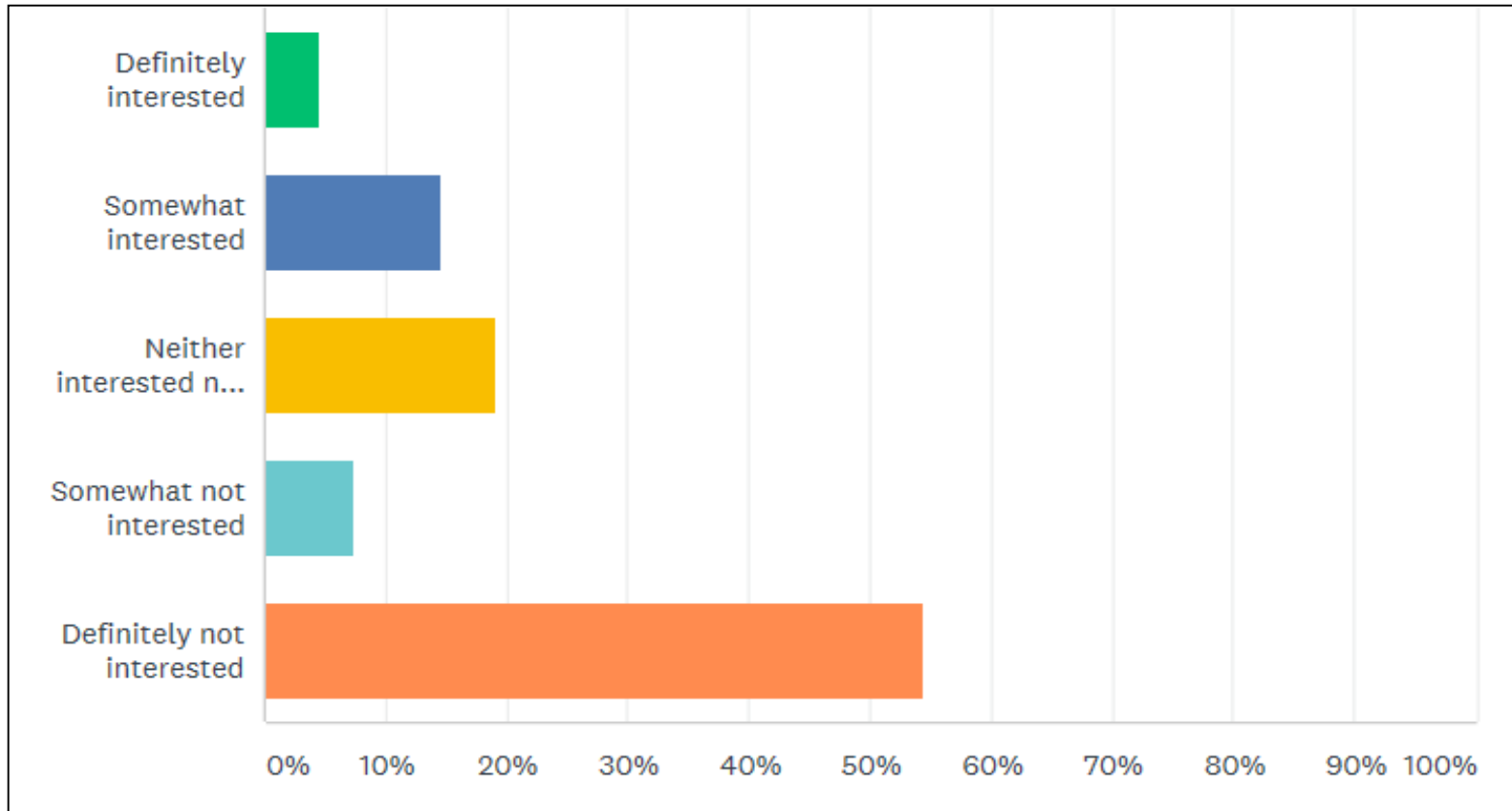
	5	4	3	2	1	N/A	TOTAL	WEIGHTED AVERAGE
NSB Golf Tournament	7.72% 22	5.96% 17	4.56% 13	2.46% 7	5.61% 16	73.68% 210	285	3.29
Irish Night	18.25% 52	12.28% 35	7.72% 22	2.11% 6	3.16% 9	56.49% 161	285	3.93
Cocktail Party	32.63% 93	16.14% 46	11.23% 32	1.05% 3	1.40% 4	37.54% 107	285	4.24
Corn Hole	15.79% 45	11.58% 33	5.26% 15	2.81% 8	3.86% 11	60.70% 173	285	3.83
Senior Fitness Classes	6.32% 18	10.18% 29	6.32% 18	1.40% 4	2.81% 8	72.98% 208	285	3.58

Comments (45)

Scale: 5 – Totally enjoy

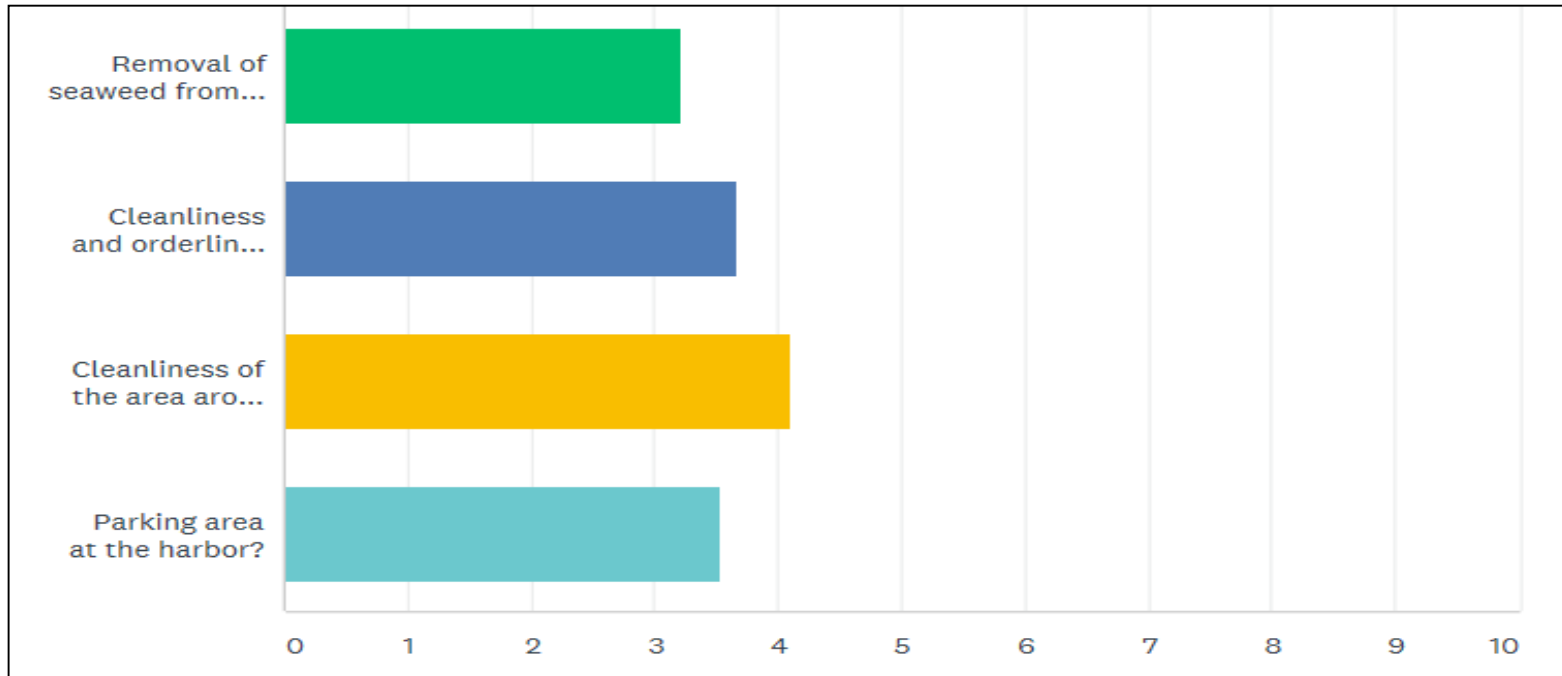
1 – Do not enjoy at all

## Q16. Would you be interested in attending a trip to a casino one evening?



ANSWER CHOICES	RESPONSES	
Definitely interested	4.56%	13
Somewhat interested	14.74%	42
Neither interested nor disinterested	18.95%	54
Somewhat not interested	7.37%	21
Definitely not interested	54.39%	155
<b>TOTAL</b>		<b>285</b>

## Q17. Please rate your satisfaction on the below grounds-related topics.



	5	4	3	2	1	N/A	TOTAL	WEIGHTED AVERAGE
Removal of seaweed from the beach?	15.09% 43	29.12% 83	26.67% 76	13.68% 39	11.93% 34	3.51% 10	285	3.23
Cleanliness and orderliness of the beach entrances?	20.00% 57	43.16% 123	18.25% 52	12.98% 37	2.46% 7	3.16% 9	285	3.67
Cleanliness of the area around the courts and playground?	31.58% 90	44.21% 126	16.14% 46	2.46% 7	0.70% 2	4.91% 14	285	4.09
Parking area at the harbor?	17.19% 49	35.79% 102	17.89% 51	7.37% 21	8.42% 24	13.33% 38	285	3.53

Scale: 5 – Totally satisfied

1 – Totally dissatisfied

**Q18. Please enter any additional information or ideas you would like to share to improve New Silver Beach.**

Answered: 65   Skipped: 244

**Addition Feedback**

- More trash barrels at beach, courts, playground
- Beach management: access, rules enforced
- Lack of parking; harbor parking an issue
- Beach cleanliness; seaweed removal top priority
- Repair seawall and fishing jetty
- Speeding; temp speed bumps
- Security/Police patrol at night
- Tide chart on website
- Active guarding: at raft and waters edge
- Area to launch windsurfers/kayaks
- Picnic tables at entrances
- New members meet & greet



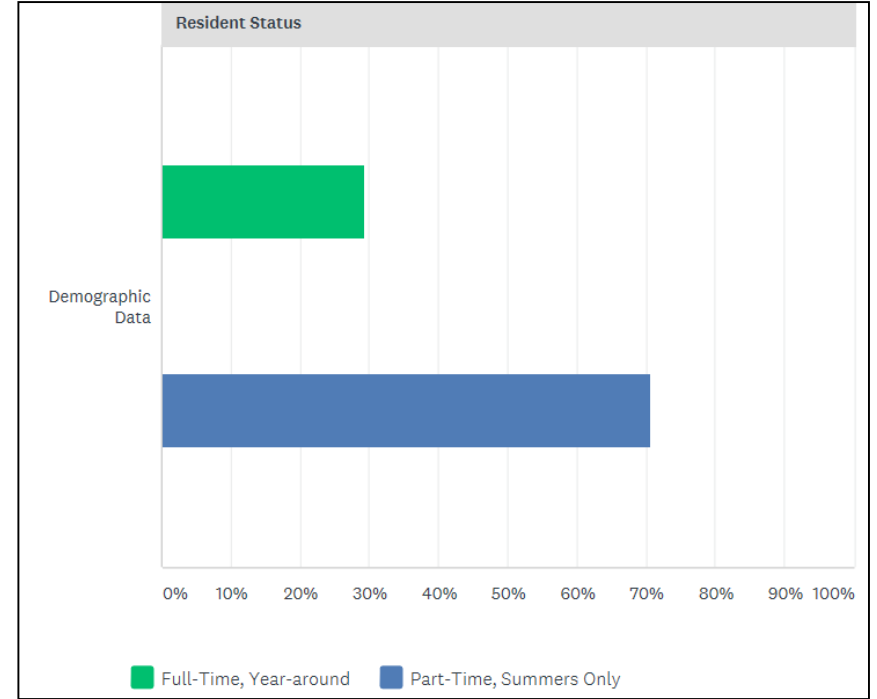
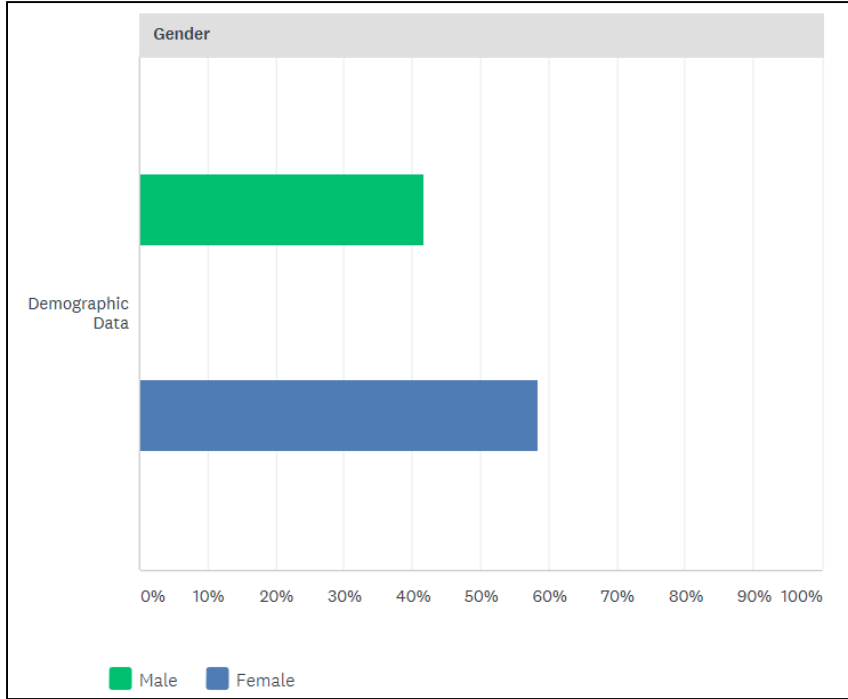
## Q19. Raffle

Answered: 143 Skipped: 166

**The winner is... Charles McCaffrey**

# Q20. Demographics

Answered: 206 Skipped: 103



Gender					
	MALE		FEMALE		TOTAL
Demographic Data	41.71% 83		58.29% 116		199
Resident Status					
	FULL-TIME, YEAR-AROUND		PART-TIME, SUMMERS ONLY		TOTAL
Demographic Data	29.38% 52		70.62% 125		177
Membership Type					
	REGULAR	SENIOR	JUNIOR	BOAT RACK SLOT	TOTAL
Demographic Data	49.56% 56	47.79% 54	1.77% 2	0.88% 1	113

## Consolidated responses to feedback...

# Feedback / Response

Feedback Topic	Response
Seaweed removal	Seaweed removal is a top priority for us every summer; We are having ongoing discussions with several vendors to rake the beach and remove seaweed on a regular basis; We have a verbal agreement from a primary source and are exploring back up options as well; Significant funds have been budgeted to support this initiative.
Beach cleanliness	Beach cleanup day (June 22) will focus on cleaning debris from the beach and entrances — please help us prepare the beach for summer!; Ongoing cleaning is planned as well, utilizing lifeguards in the mornings...and the seaweed removal service (referenced above) will also address debris; Trash barrels will be placed at each entrance every morning and emptied at the end of each day; Last summer a number of members helped remove glass caused by the harbor dredging...this had a significant positive impact and we encourage your volunteerism again this summer. Also, this is a great way for students to get volunteer hours...the board will sign necessary volunteer forms.
Beach management	The lifeguards and Beach Committee are tasked with enforcing the beach rules defined by the Board. We also ask that you encourage everyone to follow the rules; they are intended to ensure a safe and pleasant beach experience. Please post and review the rules -- which are included within your membership package each year -- with your guests and/or renters.
Restrict SBIA beach usage to members	Again this summer we will be setting up membership tables and handing out beach tags; While we can not prevent anyone from accessing the water or town property our intent is to encourage non-members living in our neighborhood to join the association and to direct “day trippers” and overflow from Old Silver Beach and other areas to public beaches.
Night monitoring of beach and neighborhood	We are working closely with the Falmouth Police department to ensure they are aware of our needs as a town community; They have committed to patrol our neighborhood at night on a regular basis; We will also request/hire police details for our busiest nights of the summer; Additionally, we have contracted with a security company to surveil the beach area several times per week. Note the police department’s stance is: “if you hear it or see call, call it”. The more calls the department gets the more attention we will get.
Parking at the beach	There is no parking area that the SBIA has control of; the entrances to the beach are town property and the changes made last year at the Ocean View Ave entrance were done by the Falmouth DPW to ensure there is a designated right-of-way to the beach for emergencies; We need to adhere to the town’s designations at each beach entrance. (And we have no control of the signage the town installed.)

# Feedback / Response cont.

Feedback Topic	Response
Parking at the harbor	<p>The association does not have control of the area surrounding the harbor bulkhead, where people frequently park; this is town property.</p> <p>The Board discussed defining a clear, safe area on our property to allow members to safely access the playground and "baby beach."</p>
Bathrooms	<p>There are no bathrooms at/near the beach for member use. The port-o-potties at the courts are, as required by law, for SBIA employees (lifeguards) and vendors contracted by the association. We do not have the space nor ability to manage facilities to support over 400 member households and their guests. As well, we do not want to make it easier for non-members from outside our community to utilize SBIA property/assets.</p>
Dogs on the beach	<p>During the August 2018 association meeting a member raised concern about unleashed dogs roaming the beach (and neighborhood). We discussed it briefly then and also addressed it again during the winter Board meeting. The Board's position remains that we follow 1) MA order MGL C. 140, §§ 173 and 173A -- "...all dogs shall be restrained from running at large, unless said dogs are leashed and accompanied by the owner or keeper or a person authorized by said owner or keeper." and 2 )Town of Falmouth Beach Regulations -- "Animals are NOT permitted on the beach or in beach parking lots from May 1 to October 1. This includes leaving pets in parked vehicles. Service dogs required because of a disability are permitted." We encourage all dog owners to abide by these rules. As well, it is a public safety requirement that all dogs are licensed. And, please clean up after your dog.</p>
Welcoming new members	<p>We are excited to begin rolling out a new program focused on helping assimilate new members to our neighborhood and the association. We are planning to hold Board-led adult and children events early in the summer, with a focus on helping new members meet other members and learn about the many activities we hold throughout the summer. We will begin detailing these events in forthcoming communications. To our longstanding members, please take the time to welcome your new neighbors and invite them to some of your favorite events.</p>
A wall at the courts	<p>Installing a "wall" at the courts was brought up by some, for practicing tennis and pickleball and for showing the movies. (And a little bit for nostalgia.) With the new configuration of the courts area there is not adequate room for a structure on the court surface, without it encroaching the playing areas. We are researching other options, particularly a practice backboard mounted to the fence. Multiple factors are being considered, including: how much use it will get for its <i>intended purpose</i>, how to prevent unintended use, visual aesthetics, and others. For the movies, we believe the portable screen we invested in last summer sufficiently meets our needs.</p> <p>We will continue to assess this topic and gladly take feedback throughout the summer.</p>

# Feedback / Response cont.

Feedback Topic	Response
New activities	<p>Many of you suggested new activities you would like to see held during the summer. Thank you for the suggestions...we always want to ensure the events we organize are of interest to you. We are planning to add several of your suggestions to the calendar for this summer, including kids' basketball and cornhole tournaments. Other great ideas are also being considered; while they might not be listed on the calendar, if we have the volunteers to organize them we can add them throughout the summer. SHAMELESS PLUG: Please consider volunteering to help run an event. The more volunteers we have the more events we can run.</p>
Communication channels	<p>While email is the most preferred channel for receiving association communications, many of you also listed the SBIA Website. So we have started taking steps to upgrade the Website, making the content more timely and dynamic. Also, some of you listed text messaging; we will begin exploring how that can be enabled. And for those not aware, we have a physical message board affixed to the side of the Joanne Ward SBIA Store at the courts, and the lifeguards regularly update the sandwich boards at the beach entrances.</p>
SBIA Store hours	<p>While most members are satisfied with the Joanne Ward SBIA Store, some commented that the store is not open enough. The hours of operation are limited by the number of volunteers we have. We have a great team of volunteers in place now, but the more volunteers we have the more the store can be open. Please consider volunteering.</p>
Safety -- Seawall and "fishing" jetty	<p>A number of you mentioned the condition of the sea wall to the right as you enter from Ocean View Ave and the jetty that forms the channel to the harbor as safety concerns. We agree. Neither is association property, however, we will represent our member interests and encourage these concerns be addressed.</p>
Safety -- speeding and golf carts	<p>Speeding on some key neighborhood roads (Silver Beach Ave, Ocen View Ave, to name a few) was raised as another safety concern. The Board will continue to represent our interests with the Town. As well, as taxpayers we all have the opportunity to express our concerns with the Town. The more voices they hear the more attention we will get.</p>
Picnic tables at the beach	<p>Great idea, and we will explore the viability of it. The entrances are Town property and we need to honor how they have designated those areas. Given that, its a question of whether there is a safe space for a picnic table. Note we do have several picnic tables on our property at the courts, for your use.</p>
Active lifeguarding	<p>The Beach Committee will continue to define rules to ensure the safety of our beach. And the committee is proactively training our guards and reinforcing best practices. Some of note include: guards rotating positions and watching the water from different vantage points throughout the day; going out to the raft to watch members more closely (particulary at very high/low tides); actively engaging with members and beach goers; and only one guard on the lifeguard stand at a time. And cell phone use is not allowed, unless it it to contact another guard or a Beach Committee member regarding a situation (or if the guard is on break).</p>
Area to launch windsurfers/kayaks/paddle boards	<p>Small craft -- such as windsurfers, kayaks, canoes, paddle boards -- can be launched from the far end of the beach, along the "fishing" jetty (the jetty that creates the channel for the harbor).</p>